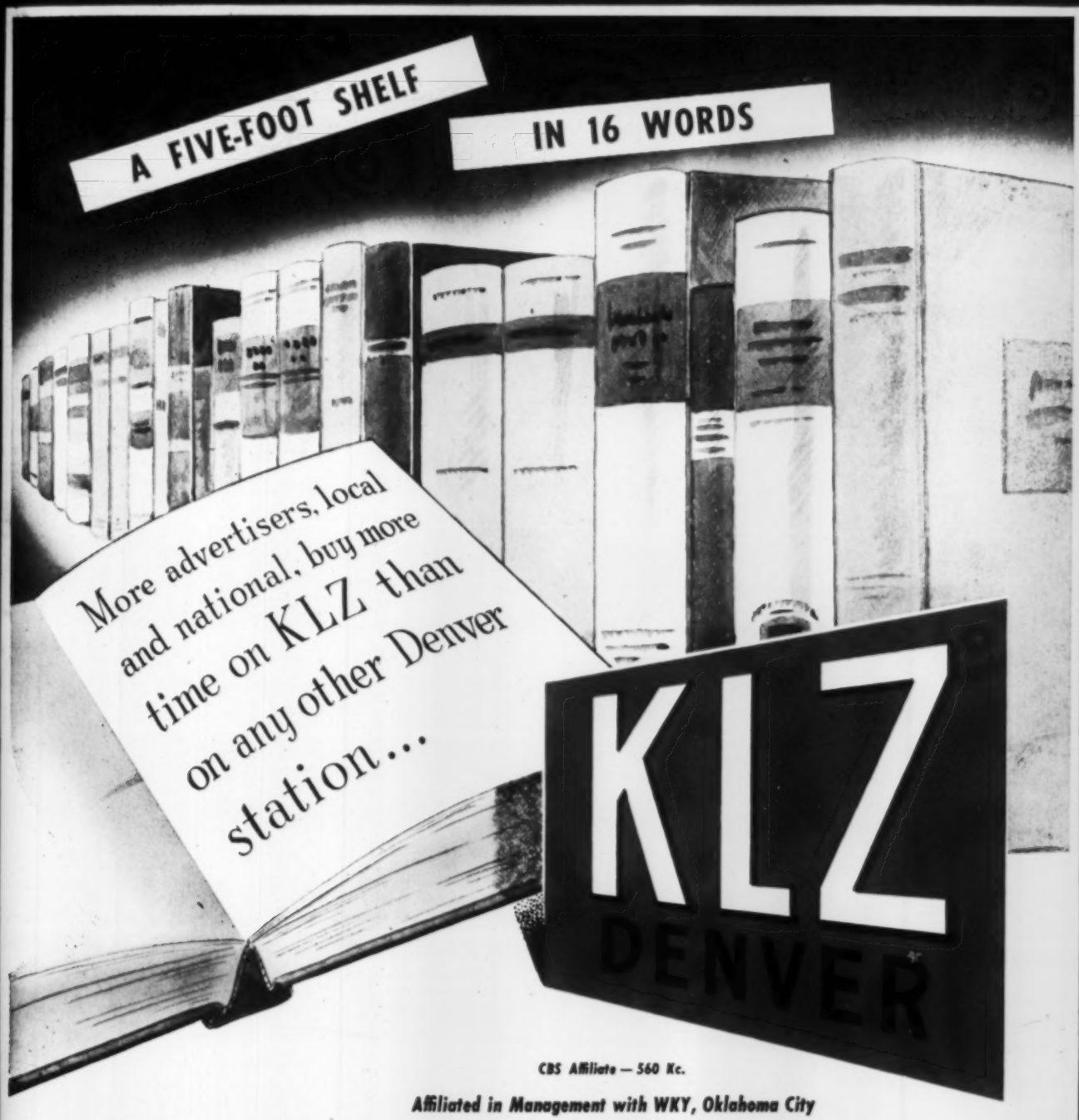
1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING


A FIVE-FOOT SHELF
IN 16 WORDS
More advertisers, local and national, buy more time on KLZ than on any other Denver station...
KLZ
DENVER

CBS Affiliate — 560 Kc.

Affiliated in Management with WKY, Oklahoma City

Represented by The Katz Agency

Any way you slice it

it's still BIG

1. The Nations Highest Per Family Income
   The Lumber Capitol of America
2. The World's Largest Hydro-Electric Power Dam
   The Rich, Fertile, Growing Inland Empire
3. The "Treasure State" of Undreamed of Wealth
   In Mining, Livestock, Lumber, Oil and Agriculture
4. Four Major Markets With a Single Contract

4 IN 1

Merchandisable Area

Bonus Listening Area

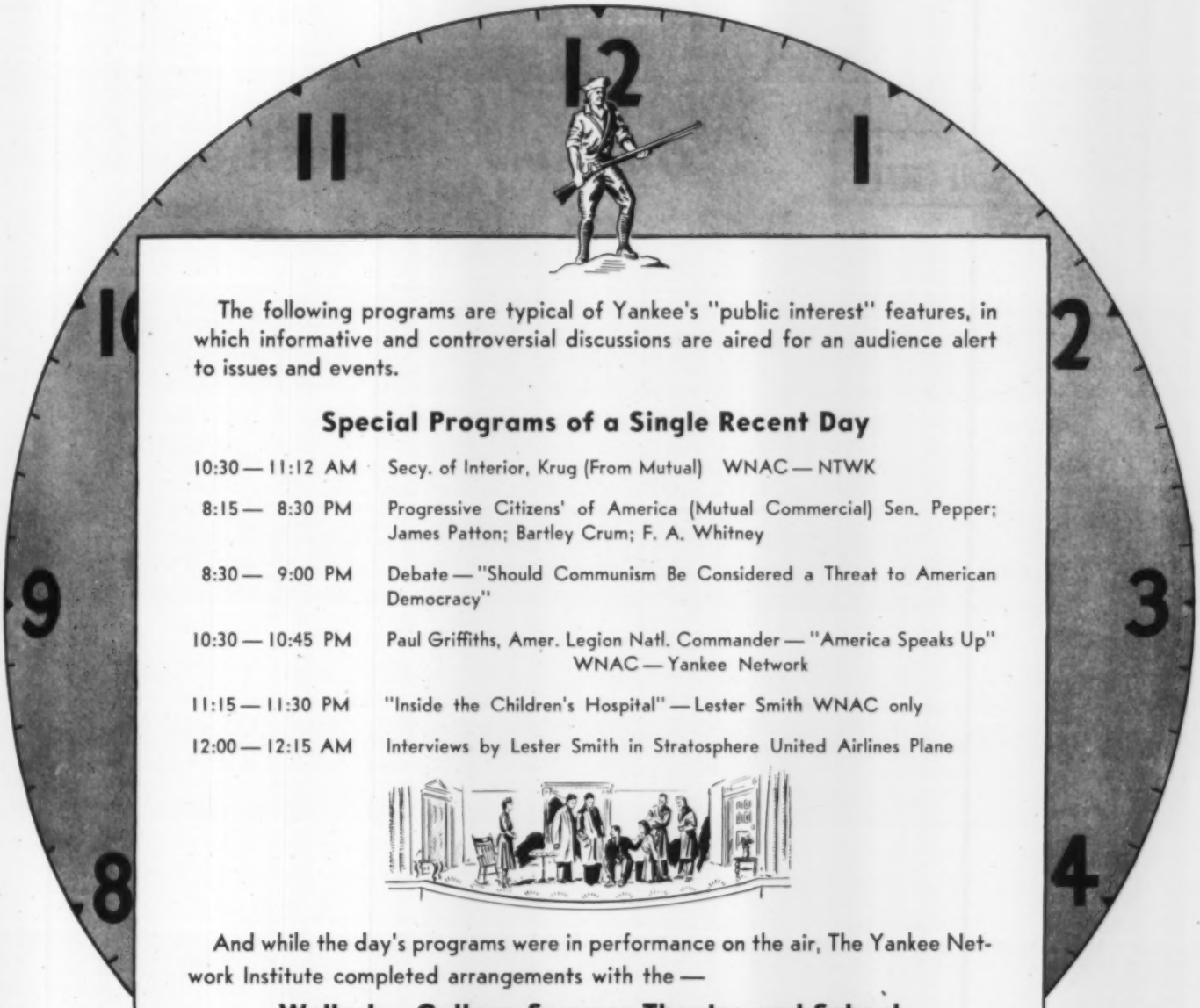
PACIFIC NORTHWEST

THE XL "HOME TOWN" STATIONS

Box 1956—Butte, Montana
Symons Building—Spokane, Wash.
Orpheum Bldg.—Portland, Oregon
6381 Hollywood Blv'd.—Hollywood 28
79 Post St.—San Francisco 4
The Walker Co., 15 W. 10th St., Kansas City
The Walker Co., 360 N. Mich., Chicago
The Walker Co., 551 5th Ave., New York

Write for our complete MARKETIPS
PACIFIC NORTHWEST BROADCASTERS'

"A Day in Public Interest at Yankee"



The following programs are typical of Yankee's "public interest" features, in which informative and controversial discussions are aired for an audience alert to issues and events.

Special Programs of a Single Recent Day

10:30 — 11:12 AM	Secy. of Interior, Krug (From Mutual) WNAC — NTWK
8:15 — 8:30 PM	Progressive Citizens' of America (Mutual Commercial) Sen. Pepper; James Patton; Bartley Crum; F. A. Whitney
8:30 — 9:00 PM	Debate — "Should Communism Be Considered a Threat to American Democracy"
10:30 — 10:45 PM	Paul Griffiths, Amer. Legion Natl. Commander — "America Speaks Up" WNAC — Yankee Network
11:15 — 11:30 PM	"Inside the Children's Hospital" — Lester Smith WNAC only
12:00 — 12:15 AM	Interviews by Lester Smith in Stratosphere United Airlines Plane

And while the day's programs were in performance on the air, The Yankee Network Institute completed arrangements with the —

Wellesley College Summer Theatre and School

On May 22nd (10:30 to 10:45 P.M.), Mrs. Mildred McAfee Horton, president of Wellesley College, and Linus Travers, executive vice-president of The Yankee Network, inaugurated a new series of programs by The Yankee Network Institute discussing the Wellesley College Summer Theatre and School.

This project, directed by Eldon Winkler, is the first of its kind in New England offering an integrated professional summer theatre and school. The Yankee Network Institute presents its series of dramatic, educational and public interest broadcasts, directly from the Wellesley campus, in co-operation with the new summer theatre and school.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

SOME FCC authorities conclude White-Wolverton Radio Bill in present form would require them to set up standards dealing with financial returns of stations. Bill would permit existing stations to protest grants that would damage them "economically." Consequently, experts say, some economic yardstick would have to be devised to show what is prohibitive economic damage. They still disavow desire for such regulation.

COMPREHENSIVE economic survey of radio field, first such by FCC, due for private circulation among Commissioners in next few days. It's said to be most detailed economic analysis of its kind yet made in radio, sizing up industry trends and prospects. Contents and possible policy uses, if any, haven't yet been divulged. Work handled by Accounting Dept.'s Economics Branch, but whether it'll be published is for Commission itself to decide after study.

INDEPENDENT (non-network) stations will get some relief from rigors of Blue Book requirements in evaluating commercials versus sustaining. In computing participating programs, interspersed with spot announcements, those programs relating to public service announcements or short talks will be labeled sustaining—not commercial, according to reliable sources.

AMONG EFFORTS of ABC to improve recorded quality of Bing Crosby program for Philco is test of Rangertone's magnetic tape recorder, based on German Magnetophone used with excellent results by our expeditionary forces during war. Outcome of recording experiment conducted within last fortnight will be cynosure of all recording eyes.

AT&T will file its rates for use of coaxial cable for television with the FCC Monday. Television use of coaxial cable has been on experimental basis with no charges imposed.

ABBOTT & COSTELLO contract not expected to be renewed this fall by Camel cigarettes. Summer replacement for show, heard Thursdays 10-10:30 p.m. on NBC, will be announced this week. New fall plans not set. William Esty & Co. is agency.

QUIET INVESTIGATION under way to determine possible AFM backing of National Assn. of Performing Artists sponsored legislation to increase royalties from record sales to performers. House Labor subcommittee is watching for evidence of AFM-NAPA collusion.

MID-SEPTEMBER now considered best bet for resumption of long-drawn clear-channel hearings. Date still officially set July 7; but Clear Channel Broadcasting Service, pleading

(*Continued on page 90*)

Upcoming

June 2-3: NAB District 1, Somerset Hotel, Boston.

June 2-4: Second Annual Distribution Congress and 12th Annual Convention of Natl. Federation of Sales Executives, Biltmore Hotel, Los Angeles.

June 4: FCC Hearing Daytime Skywaves Transmissions, Departmental Auditorium, Washington.

June 5: NAB Legislative Committee, NAB Hdqrs., Washington.

(Other Upcomings Page 80)

Bulletins

BRISTOL-MYERS Co., New York, increases Sunday evening time on NBC television network (WNBT New York, WPTZ Philadelphia, WRGB Schenectady) from 20 minutes to one hour starting June 8. *At Home With Tex and Jinx*, formerly 8-8:20 p.m., increases to 8-8:30 p.m. for Ipana & Minit-Rub through Young & Rubicam. *Party Line* moves from 8:30-9 p.m. on WCBS-TV to same spot on NBC for Vitalis. Agency, Doherty, Clifford & Shenfield.

WGNA, WGN Chicago's new television station, placed $300,000 equipment order with GE and RCA, Carl J. Meyers, director of engineering, announced. Limited commercial operation expected by Jan. 1, 1948, with test pattern scheduled for October.

Business Briefly

GULF TV FROM CAPITAL ● Weekly television newscast on WCBS-TV New York renewed by Gulf Oil Corp., Pittsburgh, for 13 weeks June 26 to start second year on air. Starting Thursday, program will pick up weekly Washington interview. Agency, Young & Rubicam.

P & G RENEWS THREE ● Procter & Gamble Co., Cincinnati, renewed three Mon.-Fri. NBC daytime serials for 52 weeks June 30. *Joyce Jordan*, 10:45 a.m.; *Ma Perkins*, 3:15 p.m., and *Life Can Be Beautiful*, 3 p.m. Agency, Dancer-Fitzgerald-Sample.

NU-PAK APPOINTS ● Nu-Pak Corp., Los Angeles, has appointed William Kester & Co., Hollywood, to handle national advertising, including test spots in six West Coast markets and eventual radio campaign in 40 markets.

PETER HAND BREWERY SIGNS ● *Boston Blackie*, transcribed mystery on WGN Chicago, Mon. 10:30-11 p.m., renewed for 52 weeks June 30 by Peter Hand Brewery Co., Chicago. Agency, BBDO, Chicago.

MARS RENEWS ● Mars Inc., Chicago, renews *Curtain Time*, Sat. 7:30-8 p.m., NBC, for 52 weeks July 5. Agency, Grant Adv. Co.

KELLOGG OFF ● *Superman*, sponsored by Kellogg Co., Mon.-Fri., MBS, takes summer hiatus June 27. Agency, Kenyon & Eckhardt.

New Hearing Division Formed by FCC

NEW FCC Hearing Division, to be composed of examiners (presiding officers) responsible only to Commission, set up in order announced by FCC Thursday. Examiners to be designated under Civil Service rules and will be removable only with Civil Service consent. None yet chosen and FCC sources anticipated some delay, but pointed out that few hearings are slated before fall.

Order also creates "Review Section" (in lieu of present "Hearing Section") within Broadcast Division. In Hearing Division, it broadens scope of examiners' authority and spells out procedures. Further effectuating Administrative Procedure Act, which applies to all Government agencies, it supplements changes made last winter [BROADCASTING, Dec. 16]. It's effective June 11.

All hearings in future will be presided over by Commissioners or examiners from Hearing Division. Examiners will have jurisdiction from time they're assigned to case, not just from start of hearing. Unless otherwise directed by Commission, they'll prepare "recommended" decisions which Commission may or may not adopt as proposed decision but which must be made public in any event.

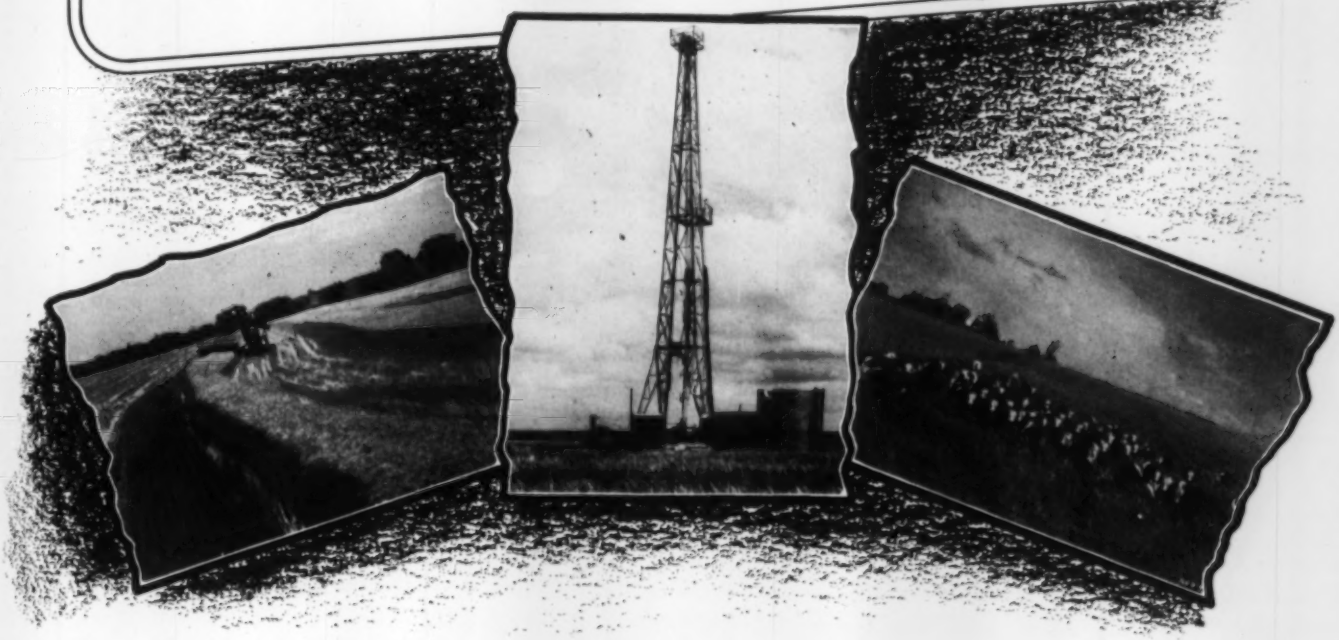
In many types of hearings there must be complete separation of functions for examiners. In hearings on revocation and suspension, renewals, transfers and assignments, and cases instituted on FCC's own motion, for example, examiner may not consult even with FCC staff member without giving all parties opportunity to be present. This restriction not applicable, however, in hearings on initial-license cases, which form bulk of broadcast hearing work. In "appropriate" cases examiner may prepare Commission's initial decision, but it must be announced in advance.

New system applicable to cases set for hearing since last Dec. 11, when earlier phases of Procedure Act became effective. In cases on rule-making and initial licensees, presiding officer will submit recommended decision only if hearing starts on or after June 11.

Replacing present "Hearing Section" with "Review Section," order expands that group's activities to include reviewing hearing records, proposed decisions, etc.; preparing review reports and, on Commission order, certain decisions; coordinating hearings and scheduling times and places. Presiding officers will be assigned cases in rotation, considering such factors as officer's grade classification, nature of case, officer's specialized experience.

KVGB FULL TIME GOES TO 5000 WATTS
KVGB ONLY MBS 5000 WATT FULL TIME KANSAS OUTLET

BEGINNING JULY—COVER KANSAS' WEALTHY SOLID "TRIPLE KINGDOM"
FROM WITHIN—WITH ONE STATION



KVGB, smack-dab in the center of Kansas . . . in the heart of wheat-oil-cattle . . . in one of the country's richest sections . . . is programmed by Grass Rooters for Grass Rooters. That's why it's been a west-central Kansas by-word for 10 years . . . covering the western 2/3rds. of Kansas *FROM THE INSIDE!*

KVGB Covers the Rich Kansas Farm Market FROM THE INSIDE!

KVGB's magnificent soil conductivity of 20 +, e.m.u., smacks Kansas markets from the inside with rifle accuracy, pouring out dirt-farmer instead of country gentlemen programming. You put your eggs in ONE basket and hatch 'em in the western 2/3rds. of Kansas.

KVGB reaches *FROM THE INSIDE* out to a really big audience . . . reaches them with WiRecorder, with sports shows, news, special events coverage . . . reaches one of the country's richest audiences with heavy money to spend from their wheat-oil-cattle millions.

KVGB GETS TO KANSAS *FROM THE INSIDE*
WITH 5000 WATTS!

Fulton Lewis, jr.

available now* on the DON LEE net

Cover the Pacific Coast—Inside and Outside—by sponsoring radio's biggest cooperative on this great regional network.

Broadcast at 4:00-4:15 p.m. (P.S.T.) Mon. thru Fri., Lewis' rating in the 6 Coast Hooper cities has averaged 5.3 for the past 6 months. (Average in Don Lee Outside market cities is 12.0!)

To cover the Coast, this is a combination that can't be beat—FULTON LEWIS, jr. on the DON LEE NETWORK of 42 stations!

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4118
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

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417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR; 20¢ PER COPY

F.O.B. NASHVILLE

By rail, truck, air and water, goods move rapidly to and from the Nashville market area. Such fast and economical transportation helps to keep industry running at top pace; and to build a stable, well-balanced market. It's important to manufacturers here that 43% of the nation's people live within 500 miles of Nashville, so that plenty of buyers are in easy shipping distance. And you can cover the rich Nashville trade area—at reasonable listener cost—over WSIX.

5,000 WATTS **980 KC**
AMERICAN • **MUTUAL**

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

AC
EDWARD PETRY AND CO. INC.

TION!

● When you have something to sell and you want *action,* Spot Radio is *the* way to get it — *faster!*

Surveys show this and experience proves it. You can prove it for yourself — in one market or a hundred — and with any amount of money you choose to invest.

If you want sales action, use Spot Radio. To make doubly sure of your quick success use the facilities of these great stations.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T.H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWCO	Waterbury, Conn.	MBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

For Profitable Sales
Advertise in these
5 PROSPEROUS MARKETS

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WEST
Easton, Pa.
Established 1936

NBC AFFILIATES

STEINMAN STATIONS
Available individually to suit your needs. Write:
Sales Representative
RADIO ADVERTISING COMPANY
New York • Chicago
Los Angeles • San Francisco

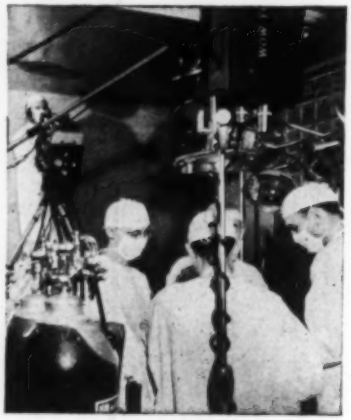
Feature of the Week

TELEVISING of surgical operations moved West when surgery was televised in the Creighton Memorial St. Joseph's Hospital by the technicians of WOW Omaha. The telecast was made from the surgical pavilion in the hospital to receivers in the auditorium of the Nursing School as the highlight of National Hospital Day, May 12. It was a closed circuit demonstration, with video and sound going by coaxial cable to the adjoining nurses' school.

Cameramen were dressed in white hospital garments like those worn by doctors performing the operation. "We had the advantage of reports of the two previous experiments of this kind," said Joe Herold, chief technical supervisor of WOW. "Our chief worry," he said, "was that the cameramen who had to be in the operating room might pass out. I understand a special nurse was assigned to keep an eye on them."

The cameramen did not pass out.

One of the image-orthicon cameras was suspended from the ceiling in the St. Joseph operating pavilion. This was focused on the operating area. The other camera, on a tripod in the gallery, was shifted about on its flexible mounting for a view of the surgeons and their aides. A microphone suspended from the ceiling over the operating table picked up instructions and explanations of the chief surgeon.



The operation is televised.

First use of television as a teaching aid in surgery was at the Johns Hopkins U. Medical School in Baltimore, Feb. 27, 1947 [BROADCASTING, March 31].

Sellers of Sales

STARTING as writer-actor-producer of a three-a-week kiddie show at the salary of $7.50 a week, Trevor Evans is now radio director of Pacific National Advertising Agency with headquarters in Seattle, placing more than $200,000 a year.

As account executive for Fisher Flouring Mills Co., he places a quarter-hour news commentary five days a week on 38 ABC stations in eleven western states, plus nineteen newscasts a week on KOMO Seattle, and other spot radio. Other accounts under his direction use spot radio throughout the country. For the past year, he has been chairman of the Board of Governors of the AAAA, Washington State chapter.

TREV

From his experience in handling intensive, short-term promotion for the Oregon-Washington-California Pear Bureau, and other cooperatives marketing perishable fruit products, Trev has learned the value of radio.

But, he warns, radio will lose its friendliest customers to other media unless the stations undertake smart merchandising to promote their sponsors' programs and products. He cites the New England stations as shining examples, noting that the stations support their broadcasts with newspaper advertising, store displays, also recommends greater initiative on the part of stations in promoting local tie-in advertising by retailers.

As a vetern radio performer himself, Mr. Evans knows that a commercial can look fine on paper and still be a tongue-twister on the air. Accordingly, he "creates" all his copy into two dictaphones, one at his elbow in the office, and one at home. "I get more blooming copy out of that thing," he says.

Born at Grafton, Neb., in 1909, Mr. Evans is a graduate of the U. of Washington, where he was active in dramatics. His experience has included continuity writing at KOMO and KJR Seattle, two years as local radio director of Erwin, Wasey, and a wartime stint as radio director of the Washington State Defense Council, where he helped organize an unofficial but highly effective Statewide Victory Network. He has been radio director at Pacific National since January 1944.

Married in 1938, he and Elsie now have a 4-year-old son, Brooke, and a 1-year-old daughter, Gwyneth.

WFBC is NBC Full Time

SERVING and SELLING South Carolina's largest and richest market

Total Retail Sales
$169,712,000

YOUR Best Buy IN SOUTH CAROLINA

NBC Station for the Greenville-Spartanburg-Anderson Market

Represented by AVERY-KNODEL, INC.

WFBC
GREENVILLE
SOUTH CAROLINA
NBC 5000 WATTS DAY or NIGHT

WJMO

CLEVELAND'S ONLY INDEPENDENT

1540 KC 1000 WATTS (DAY)

NOW IN OPERATION

BUY DAYTIME SELLACTIVITY
IN CLEVELAND'S BILLIONAREA

DAVE BAYLOR
Vice President &
General Manager

2157 EUCLID AVE.
CLEVELAND, OHIO
CHERRY 3389

Six letters of introduction to 50,000 watts

Two Governors, a Mayor, a schoolteacher, a disabled veteran and a farmer introduced KMOX to thousands of new listeners on April 7th, when "The Voice of St. Louis" winged for the first time into more of Mid-America than ever before.†

These six old friends served as "references" for KMOX during a special broadcast dedicating KMOX's new, 50,000-watt transmitter and new, far more strategically located tower.

Their "recommendations" help explain why KMOX commands the largest audience during more quarter-hour periods—day and night—than all other St. Louis stations combined.* They also furnish eloquent evidence that the *new* "Voice of St. Louis" should be speaking for you.

For your letter of introduction to Mid-America, call us or Radio Sales.

KMOX

The Voice of St. Louis · 50,000 Watts · Columbia Owned

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS WITH OFFICES IN NEW YORK, CHICAGO, LOS ANGELES, DETROIT, SAN FRANCISCO, ATLANTA

†KMOX's new half-millivolt line embraces 25% more radio homes in a 39% larger area.

*KMOX-CBS Listener Diary Study, Spring 1946

THE HONORABLE DWIGHT H. GREEN, GOVERNOR OF ILLINOIS:

"Every day in the year KMOX renders a service to which we have become so accustomed it has become a regular part of our daily lives. But this does not mean that the service goes unnoticed. On the occasion of dedicating this bigger voice... the new KMOX transmitter ...we think back over the years and acknowledge the many wonderful services which KMOX has given us. On behalf of the people of the State of Illinois, I want to thank you and tell you how much we appreciate your efforts. More power to you... KMOX."

THE HONORABLE PHIL M. DONNELLY, GOVERNOR OF MISSOURI:

"KMOX has won many national awards for its locally produced programs and I am confident the station will continue to extend these splendid efforts. The people of Missouri salute KMOX and the thousands of old and new listeners join me in best wishes to the new and greater voice of St. Louis."

THE HONORABLE ALOYS P. KAUFMANN, MAYOR OF ST. LOUIS:

"The people of St. Louis are proud of the new voice of St. Louis. Many people who never heard KMOX before are hearing it now, and many more will hear it with a new clarity and strength. With new strength comes new responsibility—and KMOX is well prepared to meet this new responsibility. We can expect the same public-spirited outlook, which has been a basis of KMOX programming in the past, to be an integral part of its future program structure. This new voice will be a bigger voice for all."

DOROTHY BLACKWELL, ST. LOUIS BOARD OF EDUCATION:

"Education is well served through the many special school programs on KMOX. But programs aren't the only way KMOX serves education. Special services such as 'The Teachers' Workshop,' which KMOX conducted last Spring, were of incalculable help in enabling us to institute courses in radio that are built on a solid foundation and really help the student. KMOX is a big voice in education."

JOHN BICKET, FARMER, SPARTA, ILLINOIS:

"KMOX plays an important part in the lives of farmers. We listen with special interest to weather forecasts, market reports, and information on soil conservation and extension programs. KMOX is invaluable in helping the farmer and we appreciate what you have done and are doing for American agriculture in this area."

MASTER SERGEANT LAWRENCE OBINGER, DISABLED VETERAN:

"I know just about every program KMOX carries. I listen to them all... but most of all I depend on the newscasts. Radio keeps us shut-ins in contact with the world and my dial is usually set at KMOX from morning to night. You fellows can't imagine just how much we enjoy your programs."

NO. 11—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

WORKING DIRECTORS!

Yes, sharp-eyed friends, you're right—the harried wretch above could be none other than an advertising man! But what's he doing in this campaign featuring our F & P Colonels? Well, he *is* a Colonel—Warwick Anderson, a Director of this company, and the one who, by handling our advertising, leaves the rest of us free to dream up ideas that will sell *your* merchandise. We have a lot of ideas in our files, some of which are availabilities *at this moment.* Want some?

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL

FREE & PETERS, INC.

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Since May, 1932

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Opposition Looms for New White Bill

However, Measure Regarded as Start In Right Vein

By RUFUS CRATER

STRONG OPPOSITION to many parts of the White-Wolverton Radio Bill [S. 1333; HR. 3595] developed on several fronts last week in the wake of its introduction in the Senate and House [BROADCASTING, May 26].

But there was evident belief that the measure could serve as an excellent approach to more generally satisfactory legislation, by providing the industry with an opportunity to show what it thinks should and should not be contained in the laws dealing with radio.

Subcommittees were appointed by both the Senate and House Interstate & Foreign Commerce Committees, which must pass on the bill. Both subcommittees anticipated early meetings—possibly this week—to dicuss the measure and plan its handling.

Hopes for joint committee hearing appeared to wane, but they were not counted out altogether.

Text of White Bill, page 21; statement by NAB President Miller, page 89.

It was not considered likely, however, that any hearings would start before mid-June in view of the pressure of other Congressional business and the need for time for both the Committeemen and the industry to become familiar with the bill's details.

Sen. Wallace H. White Jr. (R-Me.), principal author of the bill and its sponsor in the Senate as well as chairman of the Senate Interstate & Foreign Commerce Committee, appointed a five-man subcommittee to handle the measure. With himself as chairman, the group is composed of Sens. Charles W. Tobey (R-N. H.), Edward H. Moore (R-Okla.), Ernest W. McFarland (D-Ariz.), and E. C. Johnson (D-Colo.)

Rep. Charles A. Wolverton (R-N. J.), chairman of the House Interstate & Foreign Commerce Committee, who introduced the measure in the House, set up an eight-man subcommittee under Rep. Evan Howell (R-Ill.), plus himself and Rep. Clarence F. Lea (D-Calif.), ranking minority member of the committee and its former chairman, as *ex-officio* members.

Republicans named to the House subcommittee were, in addition to Chairman Howell: Reps. Leonard W. Hall (N. Y.), Joseph P. O'Hara (Minn.), James I. Dolliver (Iowa), and Hugh D. Scott Jr. (Pa.). Democrats were Oren Harris (Ark.) and Richard Harless (Ariz.), with one other minority member to be added on recommendation of Representative Lea.

Mr. Lea indicated he might propose Rep. A. L. Bulwinkle (N. C.) and that, if Representative Bulwinkle's attendance at the forthcoming International Aviation Conference at Montreal makes it impossible for him to serve, he probably would recommend Rep. J. Percy Priest (Tenn.).

Sen. WALLACE H. WHITE JR.
CHAIRMAN, SENATE SUBCOMMITTEE

Sen. Wallace H. White Jr. (R-Me.), chairman of Senate Interstate & Foreign Commerce Committee, as well as its new radio subcommittee, is architect of bill which bears his name; has had guiding hand in all major radio legislation. Largely framed Radio Act of 1927 and Communications Act of 1934. Has attended major international radio and communications conferences since 1924. Senate Majority Leader and seventh Senator in point of continuous service (since 1931). Served in House from 1917 to election to Senate in 1930. He's 69.

FCC, whose powers would be substantially limited and more clearly defined by the bill, gave no official reaction to the measure but was obviously not pleased by many of its proposals. Major networks similarly were displeased with some of the provisions. NAB postponed taking any official stand until its Legislative Committee meets and discusses the measure on Thursday. The FCC Bar Assn. likewise offered no official comment.

Commission sources contended that in many respects enactment of the bill as it now stands would cause additional delays and confusion in FCC's administrative procedures. This, they felt, is particularly true of the plan to split the Commission into two divisions, one for broadcast matters and the other for common carrier.

Object to Rotation

They objected strongly to the plan to rotate the chairmanship and make the chairman an "executive officer." They contended this would reduce the chairmanship to the status of "social figurehead."

Another feature challenged by FCC authorities related to the proposal to make all non-hearing grants subject to protest for 30 days. Their questions were directed primarily to the definition of "parties in interest"—persons who would be permitted to file protests —as including "any person whose status as a holder of a construction permit or license would be adversely affected economically or by electrical interference because of the authorization or action proposed. . ."

They contended this would mean any licensee might protest any grant which would cause him to lose an account, and that virtually all applications and grants would consequently be subjected to long delays by reason of protests and the resultant hearings and perhaps litigation.

The networks, like FCC, made no formal comments on the bill. But two sections in particular were known to have aroused opposition. One is the plan to prohibit one person's ownership of stations in any single band which in the aggregate would render primary service to more than 25% of the total U. S. population. The other relates to regulations governing station-network relations, especially with respect to the amount of time which may be optioned by networks.

Sen. CHARLES W. TOBEY
MEMBER, SENATE SUBCOMMITTEE

Sen. Charles W. Tobey (R-N. H.), volcanic member of Interstate & Foreign Commerce Committee for nearly 10 years, is avidly interested in radio and has been caustic critic of FCC. Led battle against confirmation of late Comr. Thad H. Brown in 1940. Member of GOP liberal wing. Has urged investigation of FCC for last few years; is expected to favor limitation and definition of FCC powers. Governor of New Hampshire in 1929-30, served in House from 1933-38, has been in Senate since then.

The present law provides that an affiliate may not give options to the network for more than three hours out of every five-hour segment of the broadcast day. The proposed revisions include a ban on affiliation agreements giving the network an option on a total of more than two hours in any consecutive three-hour period.

Preliminary reactions of network executives in New York were unanimous:

(1) The prohibition against a network's optioning more than two

(*Continued on page 16*)

Bill Opposition

(*Continued from page 15*)

consecutive hours might seriously alter present programming practices.

(2) It might lead to a reduction of network revenue due to increased difficulty in selling network programs.

Network executives pointed out that under present practices networks may build strong blocks of programs which attract and keep audiences over three-hour periods which are guaranteed as network time under present option regulations.

The reduction of such blocks to two-hour periods which networks could guarantee to sponsors might diminish sales effectiveness, it was feared.

"Advertisers buy on the basis of what's ahead of them and behind them and not just what's opposing their programs," one network official said. "The maintenance of a steady flow of audience through blocks of shows is important."

It was believed that the White proposal would not prevent stations from accepting more than two hours of network programming consecutively, but only prevent the contractural optioning of more than two such successive hours.

(*Continued on page 76*)

Sen. EDWARD H. MOORE
MEMBER, SENATE SUBCOMMITTEE

Sen. Edward H. Moore (R-Okla.), quiet, wealthy conservative, belongs to the "least government is the best government" school of thought. He's evinced considerable interest in broadcast and radio communications matters since election to Senate in 1942. Friends think he'll definitely favor legislation limiting FCC control over industry. From Tulsa, he is 75, has been engaged in business since 1919 as independent oil producer, farmer and cattle raiser.

Sen. E. W. McFARLAND
MEMBER, SENATE SUBCOMMITTEE

Sen. Ernest W. McFarland (D-Ariz.) has made substantial studies of communications and is regarded as one of Capitol Hill's best informed men on the subject, particular common carrier matters. Like Senator Johnson, he's considered liberal-conservative in his views. Now 52, he practiced law, was a county attorney and for six years Superior Court judge before election to Senate seven years ago in 1940.

Sen. EDWIN C. JOHNSON
MEMBER, SENATE SUBCOMMITTEE

Sen. Edwin Carl Johnson (D-Colo.) is ranking minority member of committee. He's shown deep interest in radio matters; in recent years has sponsored bills to prohibit liquor advertising on radio. Regarded as liberal-conservative, has gained reputation as anti-monopolist. Observers believe he'll favor curbs on FCC authority. Twice Governor of Colorado, he's 63 and has been in the Senate since 1937.

Members Designated to Serve on House Subcommittee for HR 3595

Rep. Evan Howell (R-Ill.), chairman of the House group's subcommittee, is considered both able and aggressive. He's shown definite interest in broadcasting matters, to point of actively expressing desire to head radio committee. He's 41, started practicing law in Springfield in 1930, has been in Congress since 1940.

Rep. Leonard W. Hall (R-N. Y.), is regarded as one of sparkplugs of House Interstate Committee, has given considerable attention to radio. Practicing attorney and former Nassau County sheriff and State legislator, he is 46, was elected to Congress in 1938.

Rep. Joseph P. O'Hara (R-Minn.), another committee member who's displayed more than ordinary interest in radio legislation. Author of Uniform Time Bill introduced this session (H. R. 2740). He's 52, an attorney, former State Commander of American Legion. Elected to Congress in 1940.

Rep. James I. Dolliver (R-Iowa), has had wide experience on microphone side of radio, both in campaigning and as Iowa State Commander of American Legion. He's taken no active part in handling of communications legislation, but professes keen interest. In Congress since 1945, he's 52, nephew of late Jonathan P. Dolliver who distinguished himself in House and Senate from 1888 to 1910.

Rep. Hugh D. Scott Jr. (R-Pa.), has been particularly active in copyright legislation, is sponsor of two pending copyright bills (H. R. 1269, 1270). Was Philadelphia County's assistant district attorney 15 years. In Congress from 1941-44; Navy Commander in World War II. Was elected to present term last November.

Rep. Oren Harris (D-Ark.), is ranking minority member of subcommittee save for Rep. Clarence F. Lea (D-Calif.), former Interstate Committee chairman who's serving as ex-officio member. He's 43, was elected to Congress in November 1940.

Rep. Richard F. Harless (D-Ariz.), another veteran on the Committee, is also one of youngest members of subcommittee. At 41 he's now in third term in Congress. Former Arizona assistant attorney general, he served in Phoenix and Maricopa County legal posts before election to House in 1942.

Rep. Charles A. Wolverton (R-N. J.), chairman of House Interstate & Foreign Commerce Committee, who introduced the bill in the House, and **Rep. Clarence F. Lea** (D-Calif.), ranking minority member, will be on the subcommittee in *ex-officio* capacities. One additional Democratic member is yet to be designated by Representative Lea, who indicated it might be Rep. A. L. Bulwinkle (D-N. C.) or Rep. J. Percy Priest (D-Tenn.), a member of the old Lea Committee.

Rep. O'Hara **Rep. Harless** **Rep. Dolliver** **Rep. Howell** **Rep. Scott** **Rep. Hall** **Rep. Harris**

Opposition Voiced to TV Relay Move

Hearing Held on Plan Reallocating Video To 1800 mc.

TELEVISION programming development, and the art itself, may be set back a year or more if FCC moves the present video pickup and experimental relay band around 1350 mc "upstairs" to the proposed 1800 mc area. That's the apparent opinion of television broadcasters who testified last week at the Commission's hearing on proposed allocation of the full band 960-1600 mc to aeronautical navigational services.

David B. Smith, vice president in charge of engineering for Philco Corp., licensee of WPTZ Philadelphia, said equipment for long-hop relaying (45 miles) at 1350 mc was now developed and proven and that such facilities provide the "television broadcaster at this time with a relay tool which could not be attained by any other means."

Mr. Smith pointed out that the potentials of this tool were intercity linkages, extended local pickups, satellite stations and introduction of television to those small communities which otherwise might not receive the service for several years.

The aeronautical group, headed by the Radio Technical Commission for Aeronautics, declared that to develop an all-weather flying system depends in part upon the availability of the full band 960-1600 mc for an integrated electronic aids system. Aids to navigation now have the band 960-1215 mc.

Says Shift Not Needed

Concerning this request for the full 640 mc to the exclusion of the present video relay at 1350 mc, Mr. Smith argued that it "is technically feasible to meet all the requirements, including the integration feature, of the aviation services without substantial shift of the 1295-1425 mc television relay band."

Particular objection to the proposed new allocation for relays at the band 1750-1880 mc were that tubes and components have not been developed for that band which will give performance now had at the present lower band. The Philco testimony held that it would be as easy for the aeronautical group to develop the higher area as it would for the present relay area.

A brief by NBC on this point stated "it does not appear that equipment for aeronautical navigational operation in the 1295-1425 mc band will be available for at least three years." NBC requested that if video relay must move upstairs, it be permitted to utilize the present band for pickup purposes until needed by the aeronautical group. In the intervening time NBC said it hoped equipment can be developed for the upper proposed band. NBC further requested that the upper portion of the present experimental video band 500-890 mc be designated by FCC for pickup and relay use until needed for television broadcasting.

Support of the stand for retention of the present 1350 mc relay allocation was voiced by Television Broadcasters Assn. through its counsel, Thad Brown Jr., who said that the TBA board on May 23, considering the "present and future operational plans of electronic manufacturers, and of television broadcasters . . . and applicants," believed that "the complete loss of research," the "equipment now and potentially available" and the attendant program plans would be of "critical consequence to the television industry at this time." TBA indicated that in moving up the band, at least a year would be required to match the progress at the present band.

The TBA brief anticipated "that the Commission will recognize the extraordinary public service, as well as public interest, value of a nation-wide television broadcast service, even as it pertains to national safety. It is understood that government plans are now in the development stage for the fullest utilization of television broadcast in the event of a national crisis. Government by television is contemplated in the event of the sudden initiation of an atomic war."

Dr. T. T. Goldsmith Jr., research director of Allen B. Du Mont Labs., represented his firm in support of retaining the 1350 mc band for video relay. He cited short-hop relay work by Du Mont in connection with its stations, WABD New York and WTTG Washington, in the 200, 500 and 7000 mc bands. Mr. Goldsmith stated that while coaxial cable was available from New York to Washington for networking, those facilities soon would be overtaxed and that additional relay facilities will be needed. He added that common carrier facilities would not be ready with Du Mont's television outlet in Pittsburgh. He also requested the split channel allocation for aviation to retain the 1350 mc TV relay band.

Other Appearances

Appearances in substance supporting the aeronautical proposals and giving detailed technical expositions of various navigational aids systems, were made by the following:

Louis M. Sherer, executive secretary of RTCA, and Verne Weihe, chairman, RTCA Special Committee 27, RTCA; Brig. Gen. Milt Arnold, vice president in charge of engineering, Air Transport Assn.; D. W. Rentzel, president, and Walter E. Weaver, engineer, Aeronautical Radio Inc.; Hugh H. Spencer, manager, Teleran sales engineer, RCA Victor Division, and Loren F. Jones, manager of research and development projects, RCA Engineering Products Dept.; P. R. Adams, Federal Telecommunications Inc.; John E. Freehafer, general engineer, General Railway Signal Corp.; Charles J. Hersh, design superintendent, Hazeltine Electronics Corp.; J. E. Browder, research engineer, Sperry Gyroscope Corp.

Regional Net Signs Dorsey Disc Show

Intermountain Network to Start Transcribed Series in Fall

(*See other story, page 69*)

FIRST contract to be signed by a regional network for the new Tommy Dorsey transcribed record show was inked in Chicago last weekend by the Intermountain Network, Louis G. Cowan transcription company and Avery-Knodel, station and network representatives. Contract for 52 weeks was signed by George C. Hatch, president of IMN.

Series will begin Sept. 29, just after country at large returns to standard time, and will be aired 3:30-4:30 p. m., MST, five days a week, over 17 stations of network. Effort will be made to air programs simultaneously on all stations through key station KALL Salt Lake City. Show affords sponsor opportunity of selecting his markets on a spot basis.

Stations scheduled to carry hour-long show, in addition to KALL, include: (Utah) KLO Ogden, KOVO Provo, KOAL Price, KVNU Logan; (Idaho) KFXD and KFXD-FM Boise-Nampa, KVMV Twin Falls, KEYY Pocatello, KID Idaho Falls; (Wyoming) KVRS Rock Springs, KDFN Casper, KWYO Sheridan, KPOW Powell, KODI Cody; (Montana) KBMY Billings and KRJF Miles City.

Oyster Shell Spots

OYSTER SHELL Products Corp., New York, June 9 will start a spot announcement campaign on 30 stations, using one spot per week, for 52 weeks. Agency is Cecil & Presbrey, New York.

Radio Skyrockets Rayve Sales 98%

Sweeping Rise Reported By New York Agency Of Account

ONE of the best examples of radio's selling power has just been announced by R. A. Porter, general manager of the New York office of Roche, Williams & Cleary, who said that five widely diversified radio programs had boosted sales for Rayve Creme shampoo 98% over last year.

The greatest increase occurred during last March when syndicate store sales, which are always the best indication of consumer demand, were 404% higher than March 1946 sales in these stores, Mr. Porter said. This increase, he pointed out, came when market disturbance was worst, due to strikes and the downward pressure on prices, and a record rise under these conditions was due to good programming, sufficient diversification of entertainment, and above all else to good commercials.

"You can't sell goods with commercials which irritate your listeners," Mr. Porter said, "or which haven't enough change-of-pace to stand out from the program itself. And, regardless of the audience rating of programs, advertisers never know how much business is lost through bad commercials—commercials which either do not reach out and grab listeners, or fall short in their purpose of inducing action.

Commercials Cited

"A good commercial is one that tells the listener what he or she wants to know about the product, not what the sponsor thinks should be known. No listener ever tuned out a commercial that contained information which interested him. And what a consumer wants to know is what the product will do for him, how it will help him. Give a radio listener this information—interpret the product's appeal in terms of personal satisfaction—and that listener becomes a buyer, provided the price of the product represents value received. No product is ever too high in price if the consumer believes he gets his money's worth in satisfaction and service."

Programs sponsored for Rayve Creme Shampoo by Raymond Laboratories include the following, one of which is a coast-to-coast network show while another is a regional web features, and three more are popular local programs covering large population areas:

Grand Marquee, Thurs. 7:30-8 p. m. NBC; Sheilah Graham, Hollywood commentator and columnist, Sun. 8:45-9 p. m.; Don Lee Pacific Coast network; *Dorothy and Dick*, WOR New York, 8:15-8:55 a. m., Mon., Tues., Thurs., Fri., Sat.; *The Answer Man*, WOR New York, 7:15-7:30 p. m., Tues. through Thurs.; *Your Government Reporter*, WTOP Washington, 6:25-6:30 p. m., Mon. through Fri.

B-M Answers FTC On Copy for Ipana

11-Year Old Differences Aired In N. Y. Hearing

DIFFERENCES dating back to 1936 between the Federal Trade Commission and the Bristol-Myers Co., makers of Ipana toothpaste, culminated last week in a hearing in New York.

The firm, together with Young & Rubicam Inc., which handles its radio advertising, and Pedlar & Ryan Inc., was summoned by the FTC to answer charges of having used false and misleading advertising on the air, in newspapers and magazines to promote the sale of Ipana. The current complaint by the FTC stems from one filed against Bristol-Myers in December, 1942, which was shelved because of the war.

The Commission attorney, William L. Pencke, said the FTC objects principally to advertisements of "Ipana for the smile of beauty" and "Daily use of Ipana and massage—to help guard against pink tooth brush," which are termed "deceptive and misleading." The Bristol-Myers 1940 survey of dentists was found to be sufficient basis for the claims made by the respondents.

Bristol-Myers, according to Mr. Pencke, is expected to buttress its defense with the contention that the FTC has no jurisdiction in the matter since interstate commerce is not involved. If the trial examiner finds against the respondent, the firm will be ordered to "cease and desist" from the advertising claims cited. Each violation of this order is punishable by a $5000 fine.

Tuesday's testimony was highlighted by Bristol-Myers cross-examination of a dentist summoned as an expert witness for the Commission. Counsel for the firm sought corroboration of their claim that "Ipana and massage" is beneficial to the gums. Thursday's proceedings ended that part of the hearing to be held in New York.

STANDARD OIL TO USE RADIO FOR CAMPAIGN

RADIO promotion will play a major part in Standard Oil's extensive summer advertising campaign designed to point up scenic wonders throughout 15 midwest states.

Radio campaign will include announcements on 28 newscasts and sports programs sponsored by the company over approximately 22 stations. Announcements will vary from one to three times a day and from one to six days a week.

Featured in announcements will be South Dakota's needles, Colorado's Rocky Mountains, Wyoming's Yellowstone Falls, Montana's Glacier National Park and other scenic wonders including those throughout Illinois, Michigan, Minnesota and Iowa.

NETWORK BOXSCORE

Number of commercials on four nationwide networks, April 30	270
Number of network commercials starting during May	4
Number of network commercials ending during May	7
Net decrease	3
Number of commercials on four nationwide networks, May 31	267

May Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
AFL	Best Things in Life	ABC	M-F, 3:45-4 p.m.	Furman, Feiner & Co.
AFL	Best Things in Life	ABC	Thurs., 9:30-10 p.m.	Furman, Feiner & Co.
AFL	Best Things in Life	MBS	Sun., 1:30-2 p.m.	Furman, Feiner & Co.
AFL	Labor Must Be Free	ABC	Tues., 8:15-8:30 p.m.	Furman, Feiner & Co.

May Deletions

America's Future Inc.	Sam Pettingill	ABC	Sun., 3:45-4 p.m.	Gahagan & Turnbull
Bible Inst. of L. A.	Bible Institute	MBS	Sun., 11-11:30 a.m.	Broadcast Advertising Co.
Ferry Morse Seed Co.	Garden Gate	CBS	Sat., 10:15-10:30 a.m.	McManus, John & Adams
General Mills	Jack Armstrong	ABC	M-F, 5:30-5:45 p.m.	Knox Reeves Adv.
Hastings Mfg. Co.	I Deal in Crime	ABC	Sat., 8:30-9 p.m.	Keeling & Co.
Benj. Moore & Co.	Your Home Beautiful	ABC	Sat., 10-10:15 a.m.	St. Georges & Keyes
Petri Wine Co.	Case Book of Gregory Hood	MBS	Mon., 8:30-9 p.m.	Young & Rubicam

May One-Timers

Jewish Daily Forward	A Way of Life (50th anniversary)	ABC	Sun., May 25, 11-11:30 a.m.	Furman, Feiner & Co.

May Changes

Musical Digest Magazine	Spring Festival of Music replaced Sunday Evening Hour	ABC	Sun., 8-9 p.m.	Kenyon & Eckhardt

(Network Boxscore will be presented by **Broadcasting** in the first issue of each month)

Stay Order Against WCPS Obtained by WJR Detroit

A STAY ORDER to stop WCPS Tarboro, N. C.'s daytime operation on WJR Detroit's clear channel was issued by the U. S. Court of Appeals for the District of Columbia last week, but its effectiveness was later postponed seven days to June 3.

It was the first stay order directed against an ouerating station in the clears fight against an FCC licensing of daytime outlets on their frequencies, but WCPS will not go off the air for at least 30 days.

With the Court's postponement of effectiveness of the order, WCPS sought and secured FCC permission to switch from 760 kc, on which WJR is dominant station, to 570 kc, under a 30-day special temporary authorization. WCPS operates with 1 kw.

(*Continued on page 86*)

Drawn for BROADCASTING by Sid Hix

"Isn't FM wonderful, honey? . . . Still no static."

LABOR COMMITTEE MUST SUBPOENA FOR PROBE

FEAR of Petrillo will require extensive use of subpoenas in the House AFM hearings, Rep. Richard M. Nixon (R-Calif.), of the House Committee on Education & Labor, said Wednesday in Los Angeles where he is gathering facts for the probe.

Rep. Nixon voiced Congressional concern over Petrillo's practices, claiming he is trying to learn if they are retarding progress of FM and television. He said radio and film witnesses will be called to Washington to testify at the hearings.

"Best indication of the power that Petrillo has is that people we have talked to in various fields have indicated they would run too great a risk if they spoke publicly," Rep. Nixon said. "They realize he would use the power he has to close them up and destroy or ruin their business. The same is true of some members of his union who do not agree with his practices. Therefore, it will be necessary for us to subpoena some of them to Washington for testimony and we have obtained information in confidence which will be used to question Petrillo when he is called before the committee after his present Supreme Court appeal is decided.

"Petrillo will be asked why he does not permit live music on television or FM programs. It is a question of whether he is delaying the progress of television and FM. At present the only music they can use is recorded. The effect of this is to strangle the two newest developments of radio."

Rep. Nixon left Los Angeles May 30.

Bailey Made Division Head by General Foods

G. O. BAILEY, formerly in charge of production of the Birdseye-Snider Division of the General Foods Corp., New York, has been appointed general manager of that division, succeeding B. C. Olney, who has been promoted to vice president of the corporation.

Mr. Bailey was with the New York Canners, Inc., Rochester, from 1920 to 1923, with the T. A. Snider Preserve Co., Rochester from 1923 to 1926 and thereafter with the Snider Packing Corp., becoming vice president in charge of production in 1934. When Snider became a unit of General Foods, Mr. Bailey continued as head of production.

Sinatra Replacement

SUMMER replacement for *Frank Sinatra Show* sponsored by P. Lorillard & Co. (Old Golds), Weds. 9-9:30 p. m. on CBS, effective June 11 will be *Rhapsody In Rhythm* featuring Buddy Clark and Johnny Johnstone on alternate weeks. Lennen & Mitchell, New York, is the agency.

Wilkinson Sees Quick Upsurge in FM

Cincinnati Session Hears Prospects For Medium

A "MINOR recession" should "not unduly delay" FM development, Vernon L. Wilkinson, Assistant General Counsel of the FCC in charge of broadcasting, told an organization meeting of midwestern FM broadcasters last Wednesday in Cincinnati.

Predicting a prompt upsurge in FM, Mr. Wilkinson, principal speaker at the Region 2 meeting of FM Assn. at the Gibson Hotel, said the FCC estimate of last January that 700 FM stations would be on the air by the end of the year is approaching fruition. Of 851 FM grants of various kinds, he said, 223 are actually on the air; 399 have construction permits which will be subject to forfeiture if construction has not been completed during the present calendar year or if extensions have not been obtained on a showing of satisfactory efforts to that end; and 229 have conditional grants.

AT HEAD TABLE as FM Assn. organization meeting for Region 2 (Ohio, Ind., Ky., W. Va.) got underway last Wednesday were (l to r): Roy Hofheinz, FMA president; Paul Wagner, manager, WCSI Columbus, Ind., co-chairman; Everett L. Dillard, president, KOZY Kansas City and WASH Washington, D. C.; Ted Leitzell, Zenith Radio Corp.; E. J. Hodel, WCFC Beckley, W. Va.; C. M. Jansky Jr., consulting radio engineer; Bill Bailey, FMA executive director.

Others to Join Ranks

Analyzing the FM statistics further, Mr. Wilkinson said that of the 851 authorized FM stations, 75% are AM licensees and the remaining 213 are newcomers. Thus, he explained, nearly 1,100 AM licensees or permittees have not applied for FM and can be expected to "swell the ranks." He cited as problems confronting FM, getting transmitters on the air; putting receivers in the hands of the public; and the program situation occasioned by the Petrillo ban. He predicted this problem would be solved whichever way the Supreme Court decides the pending Lea Act litigation which decision he felt would be forthcoming next month. Solution could do much "toward improving FM programming and the development of FM networks," he said.

Barring an economic tailspin like 1929, Mr. Wilkinson said FM should suffer no serious injury if a "recession" occurs. Many of the strongest FM proponents, he pointed out, are AM broadcasters with daytime only or with local AM assignments. With uniform coverage day and night for FM to 40 or 50 miles, he said, such stations will cover greater areas than many regional and clear-channel stations in the upper part of the standard band.

If they are to weather the severe competition inevitable in the AM field in event of a depression, he said, "they must rely in part on their wider FM coverage and see that the public has FM sets." Manufacturers, he felt, would likewise plug FM with the AM market near saturation.

Mr. Wilkinson echoed FCC Chairman Denny in predicting FM will become the "more common type of radio broadcasting within the next decade," and praised FMA for its "energetic and intelligent cooperation."

With approximately 150 broadcasters present, plans for permanent organization of FMA Region 2 were set in motion at the Cincinnati session. States in the region are Indiana, Ohio, West Virginia and Kentucky.

Taft Elected

David G. Taft, manager of WCTS, FM affiliate of WKRC Cincinnati, was elected permanent chairman. Foster Fudge, of Crawfordsville, Ind., an FM construction permit holder, was elected vice chairman for Indiana; Robert F. Wolfe, manager of WFRO-FM Fremont, O., vice chairman for Ohio; E. J. Hodel, WCFC Beckley, W. Va., vice chairman, West Virginia; and Paul E. Wayne, WCSI Columbus, Ind., secretary of the district. A Kentucky vice chairman was not named.

Roy Hofheinz, FMA president, urged production of low-cost receivers to hasten FM's emergence, and while enthusiastic about stepping up of FM receiver production, declared that FM's greatest need is a "profusion" of low-cost receivers in all markets.

He warned against glowing re-

(*Continued on page 87*)

OFFICERS ARE ELECTED BY PA. BROADCASTERS

PENNSYLVANIA Assn. of Broadcasters, meeting at the conclusion of the NAB District 3 session in Baltimore last Tuesday, reelected officers and added three members to the board.

C. G. Moss, WKBO Harrisburg, secretary, presided. Officers reelected were: George D. Coleman, WGBI Scranton, District 3 director, president; Roy F. Thompson, WFBG Altoona, vice president; Dr. Leon Levy, WCAU Philadelphia, treasurer; Mr. Moss. Directors reelected were A. C. Baltimore, WBRE Wilkes-Barre; George Podeyn, WHJB Greensburg; T. W. Metzger, WMRF Lewistown; Joseph E. Baudino, KDKA Pittsburgh. New directors elected after amendment of by-laws were: David Rosenbloom, WISR Butler; Basse A. Beck, WKOK Sunbury; George E. Joy, WRAK Williamsport.

Aid to Radio in Media Field Planned

NAB District 3 Hears Proposals, Reelects Its Director

By J. FRANK BEATTY

INDUSTRYWIDE steps to strengthen the position of broadcasting in the media field were laid before NAB District 3 members (Pa., Md., Del.) at the district's annual meeting May 26-27 at the Lord Baltimore Hotel, Baltimore.

The district did not participate in the area meeting plan. Final meeting of the winter-spring series, last before the "flea circus" is shifted to an autumn itinerary, opens today (Monday) at the Somerset Hotel, Boston, where District 1 delegates (New England) are convening.

District 3 closed its meeting last Tuesday by unanimously reelecting George D. Coleman, WGBI Scranton, for a second two-year term as district director.

The district was the first to act on BMB since the NAB board went on record the week before in favor of postponement of the second survey to 1949, with a permanent operating basis to be set up for the audience measurement project. It approved the board's action, and passed a resolution directing that a copy of the district's stand be sent to the BMB board as well as to the association's own board.

Pending proposals to enhance the value of the first BMB study through new techniques in utilization of data were outlined at the Tuesday afternoon meeting by Kenneth H. Baker, NAB Director of Research. Dr. Baker said the new techniques will provide a method of determining how often people listen to stations.

He also announced that the BMB Technical Committee was to consider revision of data for the second survey, with average daily audience as one of the improvements [CLOSED CIRCUIT, May 19].

Director Coleman, in explaining that 710 stations had participated in the first survey, said the board was unanimously in favor of another survey but desired deferment to 1949 to permit refinement of techniques.

Hugh Feltis, BMB president, said broadcasting now has the most complete set of facts boasted by any advertising medium.

Linnea Nelson, speaking at the final session as chief timebuyer of J. Walter Thompson Co. and member of the BMB board, told how timebuyers data are used in planning campaigns, in analyzing present radio schedules, and in showing the advertiser he is getting his money's worth.

New material gleaned from an analysis of the Joskes of Texas radio retail clinic soon will be ready, Frank E. Pellegrin, NAB Director of Broadcast Advertising, disclosed at the Tuesday morning session. Presiding was J. Robert Gulick, WGAL Lancaster, Pa., dis-

(*Continued on page 82*)

BALTIMORE group meets George D. Coleman, WGBI Scranton, NAB District 3 director. L to r: Dick Rudolph, WITH; Leslie H. Peard Jr., WCAO; George H. Roeder, WCBM; William R. Dothard, WFBR; Mr. Coleman; L. Waters Milbourne, WCAO; John Elmer, WCBM.

Plan Fast Vote on NAB Net Status

Referendum Machinery Speeded to Attain July 1 Count

NATIONAL networks will become associate members of NAB by midsummer, should the membership approve a by-laws change proposed by the board at its May 21-22 meeting [BROADCASTING, May 26].

Speedup procedure to bring about the change as soon as possible has been adopted by NAB headquarters, with hope expressed that final figures on the vote may be known by July 1.

Material to be used in conducting the referendum has been sent to Ernst & Ernst, auditing firm which will take complete charge of the balloting. Speed of the balloting will depend on the time needed by the auditing company to handle mechanics of mailing and tabulating ballots as well as the speed with which members return their ballots.

While no formal figure on the rate networks will pay has been set by the board, which has sole authority over rates, under terms of the original proposal they will be assessed $5,000 each per year. ABC will join when action has been completed on the network by-law provision. Previously NBC and CBS had paid roughly $30,000 each to NAB, with MBS paying under $10,000, leaving a net loss to the association of less than $50,000.

Extensive revisions will be made in the by-laws as a result of action taken by the board but these will be submitted to referendum after the network matter has been handled. The NAB Legal Dept. is drafting the specific wording of the new by-laws but the task may take considerable time because the department is also studying the White bill to revise the FCC statute along with copyright and other matters.

Composition of the NAB board may be materially altered under proposals to be submitted to referendum. The majority proposal would give FM, television and facsimile members board representation as directors-at-large, with each electing its own directors instead of the entire membership.

Alternative provisions covering board membership have been drafted and will be included in referendum proposals when finally drafted.

NAB clamped tight censorship around proposed by-laws changes despite the fact that they are a matter of record, with details of drafting in the hands of the Legal Dept. All requests for information were parried with the promise that they would be made available when the lawyers have finished.

Confusion over board action on the proposed movie *Magic in the Air* followed the board meeting. A broadcasters committee which had been studying plans of Jerrold Brandt, producer, for a $1,500,000 Class A picture, was discharged at its own request. A new committee is to be named consisting of the same members plus the presidents of the four major networks.

On the first committee were W. B. Ryan, KFI Los Angeles, chairman; Harry Maizlish, KFWB Hollywood; the four West Coast network vice presidents. They have been invited to sit on the enlarged committee.

Among other actions the board approved appointment of four members to the AFRA-Industry Committee but tied up the committee with strict instructions. These require the four NAB members to follow all NAB labor policies, including unalterable opposition to the secondary boycott. They must operate within any code provisions adopted this year and no reports of committee studies shall be binding on NAB.

The board laid down general labor principles for broadcast industry labor negotiations. These provide means of providing labor negotiations information for NAB employe-employer officials; permit call of the Employe-Employer committee when significant developments pend; provide that the committee pass on to the board, through the president, facts on progress of negotiations which will be helpful to the industry.

Derbies on Video

U. S. Rubber Co., New York, will sponsor telecasts of the Chevrolet Soap Box Derbies on a number of television stations this year. Programs, to be filmed in various cities, were arranged through ABC which acquired the video rights to the derbies and assigned them to the rubber company. Campbell - Ewald Co., New York, is the Agency.

3 OF ARMY'S NETWORK SHOWS TO CHANGE TIME

THREE NETWORK shows sponsored by the U. S. Army through N. W. Ayer & Son, New York, will change time periods in the next few weeks. On June 8 *Warriors of Peace*, now heard Sun. 3-3:30 p. m., will move to Sun. 1-1:30 p. m., on ABC. *Lassie*, sponsored by John Morrell (Red Heart Dog Food) will take over the 3-3:30 p. m. period.

The *Paul Whiteman Show*, now heard Wed., 9-9:30 p. m., will move to Wed. 8:30-9 p. m. on ABC sometime in June. A sustainer, *Beulah*, will be heard in the 9-9:30 p. m. period.

Sound Off, heard Fri. 7:30-8 p.m. on CBS, moves to Sun. 6:30-7 p. m. effective July 6 until Aug. 10. The Campbell Soup Co. takes over the 7:30-8 p. m. period on CBS.

It was understood that the Army also is considering scheduling a variety show on NBC. Summer hiatus time likely will be offered by the network to the Army for the show.

Uniform Time Law Hope Is Dimming

O'Hara Says Committee Too Busy at Present

HOPE DISAPPEARED last week for any consideration this year by Congress of proposals for a uniform time law.

Rep. Joseph P. O'Hara (R-Minn.) told BROADCASTING that the Interstate & Foreign Commerce Committee to which his bill for uniform time has been referred is "too tied up with other things to get around to this problem now."

Mr. O'Hara's measure was introduced last March and brought what he called "a dribble" of support from broadcasters and others adversely affected by changes to daylight saving time.

His measure provides that the standard time of each zone be continued in effect throughout the year insofar as it applies to interstate commerce. The bill also provides a fine of $100 for any violations.

Mr. O'Hara said that in spite of the fact that the Interstate Committee has finally been divided into subcommittees to expedite its work, there is such a tremendous backlog of urgent work, that only high priority matters can be assigned for the remainder of this session.

He held out hope, however, that Congress may be able to take up the problems of broadcasters and others whose business depends on close time schedules early next year. He pointed out that his bill (H.R. 2740) will still be on the books when the Congress re-convenes next winter.

Shortwave Difficulty Foreseen at IRC

OIR Asks Acceptance Of Its Proposals At Sessions

POLITICAL SHORTWAVE contest was foreshadowed at Atlantic City last week when the Organization International Radiodiffusion (OIR) asked the International Radio Conference to accept its proposals for consideration.

The OIR on two previous occasions had sought acceptance of its proposals that it be made the international authority on all high frequency matters. But the United States and Great Britain against Russian and French opposition killed the suggestion in conferences at Moscow and Paris. The U. S. argument was that no regional organization should be expanded to a world-wide status. The British made it clear that they could not participate in an organization apparently dominated by Russia which has eight votes in the OIR assembly—more than any other country. The British, therefore, have not joined OIR.

It was the OIR proposal that resulted in the decision to hold a World High Frequency Conference —the first of its kind—at Atlantic City later this summer. The HF Conference presumably will establish a world HF organization to take the place of the organization suggested by OIR.

Suggested Action

Although the OIR did not repeat its Moscow and Paris claims, its proposals suggested that it be heard as "expert observer" on matters pertaining to European broadcasting, and later be accepted as a sort of European adjunct to a proposed permanent International Telecommunications Union.

Other political complications were promised by the presence at Atlantic City of the Union International Radiodiffusion—predecessor of OIR. UIR remained in existence after the war in spite of the fact that OIR was specifically created to take its place because the parent organization was thought to have been Nazi-controlled during the war, and therefore not desirable as the regional broadcasting authority.

UIR continues to exist, however, and among its members is Spain, to date denied a seat at the International Radio Conference. But as long as UIR has a seat, Spain is, in effect, represented.

FMA-RMA Meet

TRENDS in FM programming will be reviewed by FM Assn. at a meeting of the FMA-RMA Liaison Committee, scheduled to be held June 27 at the Statler Hotel, Washington. The meeting originally had been scheduled June 3. It will be the second gathering of the committee representing the two associations.

MBS has purchased "Scarlet Queen" as summer sustainer scheduled to start last week in June from Hollywood. Owned by Baron Polan and George Rosenberg, adventure series will feature Elliott Lewis. Jim Burton will produce. Bob Tallman and Gil Dowd are writers.

Text of Radio Bill (S. 1333) Introduced by Sen. White

[Sen. White introduced the following bill, which was read twice and referred to the Committee on Interstate and Foreign Commerce]

A BILL

To amend the Communications Act of 1934, as amended, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That this Act may be cited as "Communications Act Amendments, 1947".

Sec. 2. Subsections (o) and (p) of section 3 of the Communications Act of 1934, as amended, are amended to read as follows:

"(o) 'Broadcasting' means the dissemination of radio communications intended to be received directly by the public.

"(p) 'Network broadcasting' or 'chain broadcasting' means the simultaneous or delayed broadcasting of identical programs by two or more stations however connected."

Section 3

Sec. 3. Section 3 of such Act is further amended by adding after subsection (aa) the following:

"(bb) The term 'license', 'station license', or 'radio station license' means that instrument of authorization required by this Act or the rules and regulations of the Commission made pursuant to this Act, for the use or operation of apparatus for transmission of energy, or communications, or signals by radio, by whatever name the instrument may be designated by the Commission.

"(cc) The term 'broadcast station', 'broadcasting station', or 'radio broadcast station' means a radio station equipped to engage in broadcasting as herein defined.

"(dd) 'Network organization' means any person who sells or clears time, or who has any contract, agreement, understanding, or arrangement, either express or implied, with any broadcast station under which such person undertakes to sell or clear time, for the presentation of programs, produced either by itself or others, to be broadcast simultaneously over more than one broadcast station irrespective of the means employed, or to be broadcast simultaneously over more than one broadcast station by means of recordings; but shall not include advertising agencies or persons who contract directly with the licensee or broadcast station for broadcast time for their own use.

"(ee) The term 'hours' or 'broadcast hours' means clock hours.

"(ff) The term 'construction permit' or 'permit' for construction' means that instrument of authorization required by this Act or the rules and regulations of the Commission made pursuant to this Act for the installation of apparatus for the transmission of energy, or communications, or signals by radio, by whatever name the instrument may be designated by the Commission.

"(gg) The term 'single broadcast band' means that group of channels assigned for broadcasting by means of amplitude modulation, international shortwave amplitude modulation, frequency modulation, facsimile, television, or any other type of broadcast service subsequently developed, respectively."

Section 4

Sec. 4. (a) Subsection (a) of section 4 of such Act, as amended, is amended by striking out ", one of whom the President shall designate as chairman". Sec. 5. Section 5 of such Act, as amended, is amended to read as follows:

Section 5

"Chairman and Divisions of the Commission

"Sec. 5. (a) Within thirty days after the enactment of this Act, and annually thereafter, the Commission (1) shall select one of its members to be Chairman of the Commission for the ensuing year, and (2) shall organize its members, other than the Chairman, into two divisions of three members each, said divisions to be known and designated as the 'Common Carrier Division' and the 'Broadcast Division'. Except as hereinafter provided, no member designated to serve on one division shall, while so serving, have or exercise any duty or authority with respect to the work or functions of the other division.

"(b) The Broadcast Division shall have jurisdiction over all questions of substance and procedure arising under the provisions of this Act and the rules and regulations of the Commission enacted pursuant to this Act relating to wire and radio communications intended to be received by the public directly, and shall make all adjudications involving the interpretation and application of those provisions of the Act and of the Commission's regulations.

"(c) The Common Carrier Division shall have jurisdiction over all questions of substance or procedure arising under the provisions of this Act and the rules and regulations of the Commission enacted pursuant to this Act relating to wire and radio communications by a common carrier or carriers, or which are intended to be received by a designated addressee or addressees, and shall make all adjudications involving the interpretation and application of those provisions of the Act and of the Commission's regulations.

"(d) The whole Commission shall have and exercise jurisdiction over the adoption and promulgation of all rules and regulations of general application authorized by this Act, including procedural rules and regulations for the Commission and the Divisions thereof; over the assignment of bands of frequencies to the various radio services; over all signals and communications of an emergency nature, including those by ships at sea and those relating to fire control and police activities; over all signals and communications by and between amateur stations; over the qualification and licensing of all radio operators; over the selection and appointment of all officers and other employees of the Commission and the Divisions thereof; and generally over all other matters with respect to which authority is not otherwise specifically conferred by the other provisions of this Act. In any case where a conflict arises as to the jurisdiction of the Commission or any Division thereof, such question of jurisdiction shall be determined by the whole Commission.

"(e) The Chairman of the Commission shall be the chief executive officer of the Commission. It shall be his duty to preside at all meetings and sessions of the whole Commission, to represent the Commission in all matters relating to legislation and legislative reports, to represent the Commission or any Division thereof in all matters requiring conferences or communications with representatives of the public or other governmental officers, departments, or agencies, and generally to coordinate and organize the work of the Commission and each Division thereof in such manner as to promote prompt and efficient handling of all matters within the jurisdiction of the Commission. The Chairman of the Commission shall not be a member or serve upon either of said Divisions, except in the case of a vacancy or the absence or inability of a Commissioner appointed to serve thereon, the Chairman may temporarily serve on either of said Divisions with full power as a member thereof until the cause or circumstance requiring said service shall be eliminated or corrected.

"(f) Each Division of the Commission shall choose its own chairman, and, in conformity with and subject to the foregoing provisions of this section, shall organize its membership and the personnel assigned to it in such manner as will best serve the prompt and orderly conduct of its business. Each Division shall have power and authority by a majority thereof to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions over which it has jurisdiction. Any order, decision, report made, or other action taken by either of said Divisions with respect to any matter within its jurisdiction, shall be final and conclusive, except as otherwise provided. The secretary and seal of the Commission shall be the secretary and seal of each Division thereof.

"(g) In the case of a vacancy in the office of the Chairman of the Commission or the absence or inability of the Chairman to serve, the Commission may temporarily designate and appoint one of its members to act as Chairman of the Commission until the cause or circumstance requiring said service shall have been eliminated or corrected. During the temporary service of any such Commissioner as Chairman of the Commission, he shall continue to exercise the other duties and responsibilities which are conferred upon him by this Act.

"(h) The term 'Commission' as used in this Act shall be taken to mean the whole Commission or a Division thereof as required by the context and the subject matter dealt with. The term 'adjudications' means the final disposition of particular cases, controversies, applications, complaints, or proceedings involving named persons or a named res.

"(i) The Commission or either Division thereof is hereby authorized by its order to assign or refer any portion of its work, business, or functions to an individual Commissioner, or to a board composed of an employee or employees of the Commission, to be designated by such order for action thereon, and by its further order at any time to amend, modify, or rescind any such order or reference: **Provided,** That this authority shall not extend to duties specifically imposed upon the Commission, either Division thereof, or the Chairman of the Commission, by this or any other Act of Congress. Any order, decision, or report made or other action taken by any such individual Commissioner or board in respect of any matter so assigned or referred shall have the same force and effect and may be made evidenced, and enforced as if made by the Commission or the appropriate Division thereof: **Provided, however,** That any person aggrieved by any such order, decision, or report may file a petition for review by the Commissioner or the appropriate Division thereof, and every such petition shall be passed upon by the Commission or that Division.

"(j) Notwithstanding any other provision of this section, the Commission may, by specific order to that effect, continue any member in the performance of particular duties undertaken and commenced while serving as Chairman of the Commission or as a member of a particular Division, irrespective of the fact that such a member has been assigned to and has assumed the performance of other duties; but such an assignment shall be made only when necessary to the efficient and proper functioning of the Commission or of either Division thereof, or when the failure to make such an assignment would or might result in hardship or unnecessary delay to parties having business before the Commission. During the temporary service of any Commissioner pursuant to any such assignment, such Commissioner shall continue to exercise the other duties and responsibilites which are conferred upon him by or pursuant to this Act."

Section 6

Sec. 6 Subsection (k) of section 4 of such Act is amended to read as follows:

"(k) The Commission shall make an annual report to Congress, copies of which shall be distributed as are other reports transmitted to Congress. Such reports shall contain—

"(1) such information and data collected by the Commission as may be considered of value in the determination of questions connected with the regulation of interstate and foreign wire and radio communication and radio transmission of energy;

"(2) such information and data concerning the functioning of the Commission as will be of value to Congress in appraising the amount and character of the work and accomplishments of the Commission and the adequacy of its staff and equipment;

"(3) information with respect to all persons taken into the employment of the Commission during the year covered by the report, including names, pertinent biographical data and experience, Commission positions held and compensation paid, together with the names of those persons who have left the employ of the Commission during such year: **Provided,** That the first annual report following the date of enactment of Communications Act Amendments, 1947, shall contain such information with respect to all persons in the employ of the Commission at the close of the year for which the report is made;

"(4) an itemized statement of all funds expended during the preceding year by the Commission, of the sources of such funds, and of the authority in this Act or elsewhere under which such expenditures were made; and

"(5) specific recommendations to Congress as to additional legislation which the Commission deems necessary or desirable."

Section 7

Sec. 7. Subsection (i) of section 303 of such Act is amended to read as follows:

"(i) Have authority to make such special regulations applicable to the technical apparatus and the technical operation of stations engaged in chain broadcasting as it may deem necessary to prevent interference between stations."

Section 8

Sec. 8. Subsection (j) of section 303 of such Act is amended to read as follows:

"(j) Have authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable; and to prescribe uniform systems of financial reports which may be required from the licensee of each radio station rendering a particular type of broadcast service, which reports shall disclose the financial statements of any such radio station regardless of the corporate organization or other control of such radio station by a licensee. All such reports so filed shall be kept confidential by the Commission, except that they shall be available, upon request, for the information of any committee of the Congress, or for use upon order of the Commission, or either Division thereof, in any proceeding before the Commission."

Section 9

Sec. 9. Subsection (b) of section 307 of such Act, as amended, is amended to read as follows:

"(b) In considering applications for licenses, and modifications thereof, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same, giving effect in each such instance to the needs and requirements thereof."

Section 10

Sec. 10. Subsection (d) of section 307 of such Act is amended by striking out from said subsection the following language appearing in the last sentence thereof: ", but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications."; by inserting a period after the word "licenses" preceding such language, and by inserting the following sentence at the end of said subsection: "When application is made for renewal of license which cannot be disposed of by the Commission under the provisions of section 309 (a) hereof, the Commission shall employ the procedure specified in section 309 (b) hereof and pending hearing and final decision pursuant thereto shall continue such license in effect."

Section 11

Sec. 11. (a) So much of subsection (a) of section 308 of such Act as precedes the proviso is amended to read as follows: "The Commission may grant instruments of authorization entitling the holders thereof to construct or operate apparatus for the transmission of energy, or communications, or signals by radio or modifications or renewals thereof, only upon written application therefor received by it: **Provided, That** (1) in cases of emergency found

(Continued on page 24)

KRNT Coverage

KRNT NEWSMAN Charles McCuen covered story of the settlement of the operators' strike against Northwestern Bell Telephone Co. in Des Moines from a window of the KRNT newsroom. From there he watched workers gathering outside the main telephone exchange just before they were scheduled to return to work, and at the same time Newsman Jim Cooney telephoned Mr. McCuen bulletins on the latest developments. Its news reports were so up-to-the-minute, KRNT reports, that phone workers began calling its newsroom to find out whether they should cross the picket lines.

Attendance at CAB Annual Meeting May Set a Record

By JAMES MONTAGNES

ADVANCE registrations indicate that the 13th annual convention of Canadian Assn. of Broadcasters June 9-12, at Jasper Park Lodge, Jasper, Alberta, may be the biggest on record. At the end of May close to 200 members of the broadcasting industry in Canada and the United States had registered. Many broadcasters and advertising agency executives planned to bring wives and families to the Rocky Mountain playground.

Program of the convention will feature panel sessions on postwar selling, press relations, public relations, Bureau of Broadcast Measurement, radio research, BMI and FM, as well as business meetings. On the entertainment side is the CAB's second annual golf tournament, to be held Wednesday afternoon, June 11, with Bill Speers, manager of CKRM Regina, in charge.

Travel arrangements for the convention include special railway cars on Canadian National Railways trains leaving Montreal and Toronto on June 5, reaching Jasper June 8, and special Trans-Canada Airlines planes from Toronto, Montreal and New York on afternoon of June 7 to reach Edmonton June 8 in time to connect with trains from Toronto and Montreal for Jasper.

Business sessions of convention will feature report on CAB presentation to Parliamentary Radio Committee, possibilities of establishment of a wax network, regional meetings for later this year, possible increased assessments, report on agreements pending with BMI (Canada) and Composers Authors and Publishers Assn. of Canada (CAPAC), decision on next annual meeting (understood to be planned for Ottawa in April 1948), election of new board of directors, relations with music unions, and standardization of rate structure.

Presiding over convention will be the honorary president, Col. Keith Rogers, CFCY Charlottetown. Guest speaker at annual dinner will be Judge Justin Miller, NAB president.

Advance Registration Jasper, Alta, June 9-12

A

Allen, A. E., C. N. Telegraphs; Armstrong, W. M. and Mrs., C. N. Telegraphs; Aston, S. and Mrs., Howard Wilson Co.; Atkinson, D. K., Northern Electric Co., Montreal; Atkinson, Miss D., CFRN; Aylen, E. C. and Mrs., CJAT; Andrew, John, Associated Program Service.

B

Backhouse, W. H. and Mrs., CKY; Baird, Dorwin, CJOR; Balfour, A. J. and Mrs., CFGP; Beardall, J. and Mrs. CFCO; Blick, Jack and Mrs., CJOR; Boothe, J., Canadian Radio Year Book; Bourassa, Yves, Stewart-Lovick Ltd.; Boyling, S., CHAB; Browne, J. W. B. and Mrs., CKOV; Brown, Miss Margaret, "Marketing"; Brown, M. T., CFPL; Burgoyne, H. B. and Mrs., CKTB; Burgoyne, W. B. C. and Mrs. CKTB; Burgoyne, Miss M., CKTB; Burton, Bob, BMI; Buss, R. J. and Mrs., CHAT.

C

Cairns, A. M., CFAC; Carter, G. L. and Mrs., CFCN; Carson, H. R., All-Canada Radio Facilities, Calgary; Cavanaugh, J., All-Canada Radio Facilities; Chandler, G. C. and party, CJOR; Cheasley, C. H., Federal Electric Co.; Chesnut, M. V., CJVI; Churchill, John K., Broadcast Measurement Bureau; Clarke, Ian, CFJC,; Cooke, D. E. and Mrs., Donald Cooke Inc.; Cooke, J. K. and Mrs., CKEY; Crittenden, H. and Mrs., CKCK; Cromwell, G. A., CHSJ; Crosbie, J. S., Dancer-Fitzgerald-Sample.

D

Dawson, H., CAB; Dales, W. A., Walter A. Dales; Dallin, Y. and Mrs., CFQC; Davidson, J. M., Northern Broadcasting Co.; Davies, J. B., Canadian General Electric; Donaldson, B. W., Canadian General Electric; Downs, W. P. and Mrs., Walter P. Downs Ltd.; DuCovny, Allen, Empire Broadcasting Corp.; Dougall, H. F., CKPF; Duggan, M. J., Press News; Dunton, A. D., CBC; DuPond, J. A., CJAD; Dunlavey, Miss Mary, Pedlar and Ryan Inc.

E

Edwards, C. B., Press News; Elliott, M. M., Canadian Marconi Co.; Elliott, W. F., Elliott- Haynes; Elphicke, C. G. CKPG; Elphicke, F. H., All-Canada Radio, Evans, T. M., CAB.

F

Feltis, H. and Mrs., Broadcast Measurement Bureau; Fisher, W. C., RCA Victor Co.; Flint, H. H. and Mrs. CKSF; Follett, C. J., Broadcast Measurement Bureau; Ford, J. S. and Mrs. C. N. Telegraphs; Freeman, Pat CFAC.

G

Gaetz, G., CKRC; Garside, A. L. CJGX; Gayner, P. H., All-Canada Radio Facilities; George, Victor W., Whitehall Broadcasting; Gillin, John J. and Mrs. WOW; Gissing, Mr., Northern Electric Co.; Gottfred, G., C. N. Telegraphs; Greene, Lorne and Mrs., Academy of Radio Arts; Gregory, A. H., Northern Electric Co.; Guild, W. CJOC.

H

Hawkins, L. S., Canadian Marconi Co.; Head, Adrian F., J. Walter Thompson Co.; Headley, L. D., RCA Victor Co.; Henry, G. S. and Mrs., CJCA; Herbert,

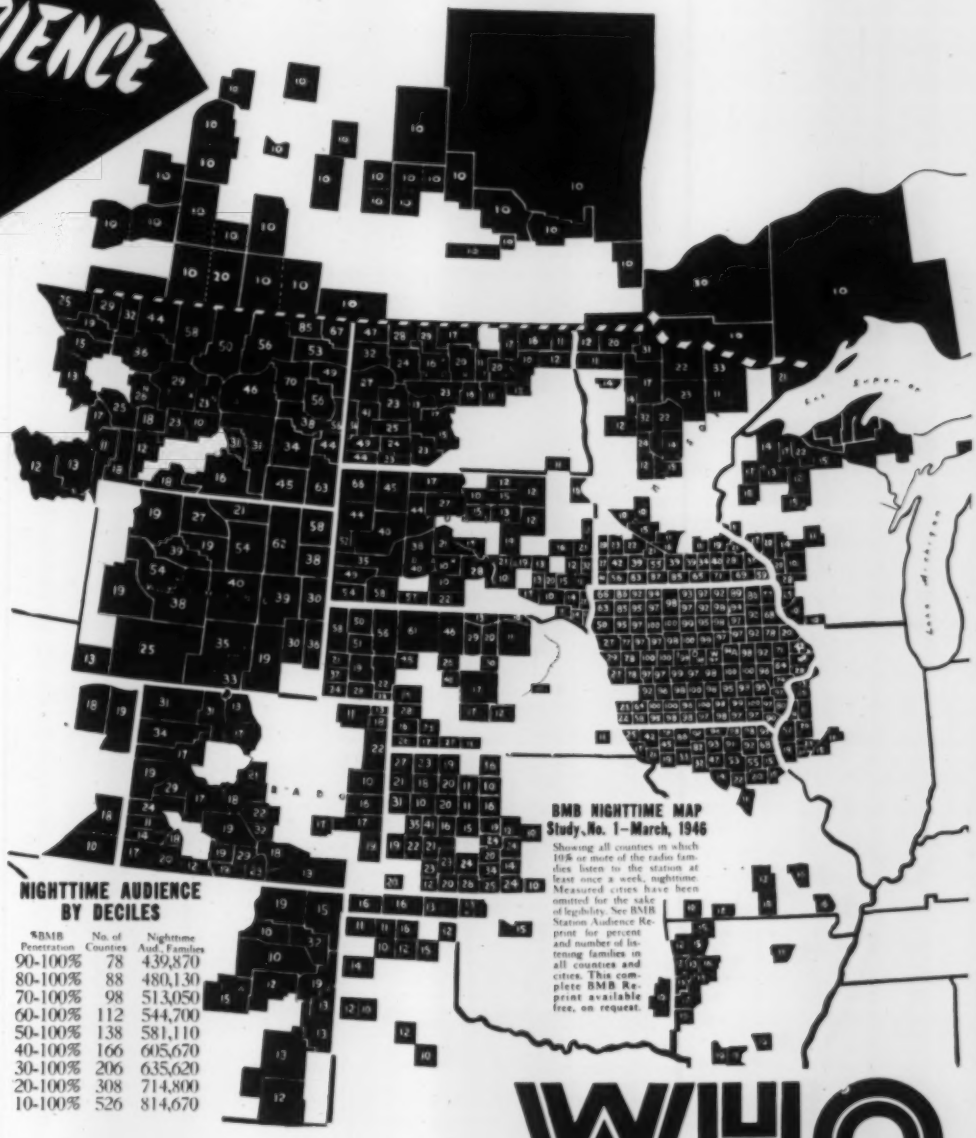
(*Continued on page 71*)

Coming Soon! JUNE 15
INCREASED CBS COVERAGE
WHEELING WWVA WEST VIRGINIA
"THE BIGGEST SHOW IN TOWN"
THE GREAT 50,000 WATT "BIG TOP" COVERING THE HEART OF THE STEEL AND COAL BELT OF THE NATION
JOHN BLAIR & COMPANY
A FORT INDUSTRY STATION
NATIONAL REPRESENTATIVES
COMING SOON

LOOK AT WHO'S NIGHTTIME AUDIENCE BMB MAP

WHO GIVES AFTER-DARK SERVICE TO 814,670 FAMILIES IN 526 COUNTIES, IN

ARKANSAS
COLORADO
ILLINOIS
IOWA
KANSAS
MICHIGAN
MINNESOTA
MISSOURI
MONTANA
NEBRASKA
NEW MEXICO
NORTH DAKOTA
OKLAHOMA
SOUTH DAKOTA
TEXAS
UTAH
WISCONSIN
WYOMING



NIGHTTIME AUDIENCE BY DECILES

%BMB Penetration	No. of Counties	Nighttime Aud. Families
90-100%	78	439,870
80-100%	88	480,130
70-100%	98	513,050
60-100%	112	544,700
50-100%	138	581,110
40-100%	166	605,670
30-100%	206	635,620
20-100%	308	714,800
10-100%	526	814,670

BMB NIGHTTIME MAP
Study No. 1—March, 1946

Showing all counties in which 10% or more of the radio families listen to the station at least once a week, nighttime. Measured cities have been omitted for the sake of legibility. See BMB Station Audience Reprint for percent and number of listening families in all counties and cities. This complete BMB Reprint available free, on request.

WHO

+ for Iowa PLUS +

DES MOINES **50,000 WATTS**

B. J. Palmer, Pres. **J. O. Maland, Mgr.**

FREE & PETERS, INC., National Representatives

Text of White Bill

(*Continued from page 21*)

by the Commission involving danger to life or property or due to damage to equipment, or (2) during the continuance of any war in which the United States is engaged and when such action is necessary for the national defense or security or otherwise in furtherance of the war effort, the Commission may grant and issue authority to construct or operate apparatus for the transmission of energy or communications or signals by radio during the emergency so found by the Commission or during the continuance of any such war, in such manner and upon such terms and conditions as the Commission shall by regulation prescribe, and without the filing of a formal application, but no such authority shall be granted for a period beyond the period of the emergency requiring it nor remain effective beyond such period:".

(b) Section 308 of such Act is further amended by adding a new subsection (d) as follows:

"(d) No license granted and issued under the authority of this Act for the operation of any radio station shall be modified by the Commission, except in the manner provided in section 312 (b) hereof, and no such license may be revoked, terminated, or otherwise invalidated, by the Commission except in the manner and for the reasons provided in section 312 (a) hereof. No proceeding for authority to transfer a station license or to transfer stock in a licensee corporation under section 310 (b) of this Act shall be utilized by the Commission for the imposition of sanctions or penalties upon any licensee for his conduct as such or for alleged deficiencies in the operation of his station."

Section 12

Sec. 12. Section 309 of such Act, as amended, is amended to read as follows:

"Hearings on Applications for Licenses; Form of Licenses; Conditions attached to Licenses

"Sec. 309. (a) If upon examination of any application provided for in section 308 the Commission shall determine that public interest, convenience, and necessity would be served by the granting thereof, it shall authorize the issuance of the instrument of authorization for which application is made in accordance with said finding.

"(b) If upon examination of any such application the Commission is unable to make the finding specified in subsection (a) of this section, it shall forthwith notify the applicant and other known parties in interest of the grounds and reasons for its inability to make such finding. Such notice which shall precede formal designation for a hearing, shall advise the applicant and all other known parties in interest of all objections made to the application as well as the source and nature of such objections. The parties in interest shall include, in addition to such others as the Commission may determine, any person whose status as the holder of a construction permit or license would be adversely affected economically or by electrical interference because of the authorization or action proposed and any person then an applicant for facilities whose status as such applicant would be adversely affected on either or both of such grounds. Following such notice, the Commission shall formally designate the application for hearing on the grounds or reasons then obtaining and shall notify the applicant and all other known parties in interest of such action and the grounds and reasons therefor, specifying with particularity the matters and things in issue but not including issues or requirements phrased generally. The parties in interest, if any, who are not notified by the Commission of its action with respect to a particular application may acquire the status of a party to the proceeding thereon by filing a petition for intervention showing the basis for their interest at any time not less than ten days prior to the date of hearing. Any hearing subsequently held upon such application shall be a full hearing in which the applicant and all other parties in interest shall be permitted to participate but in which both the burden of proceeding with the introduction of evidence upon any issue specified by the Commission, as well as the burden of proof upon all such issues, shall be upon the applicant.

"(c) When any instrument of authorization is granted by the Commission without a hearing as provided in subsection (a) hereof, such grant shall remain subject to protest as hereinafter provided for a period of thirty days. During such thirty-day period any party in interest, as defined in subsection (b) hereof, may file a protest directed to such grant and request a hearing on said application so granted. Any protest so filed shall contain such allegations of fact as will show the protestant to be a party in interest and shall specify with particularity the matters and things in issue but shall not include issues or allegations phrased generally. Upon the filing of such protest the application involved shall be set for hearing upon the issues set forth in said protest, together with such further specific issues, if any, as may be prescribed by the Commission. In any hearing subsequently held upon such application all issues specified by the Commission shall be tried in the same manner provided in subsection (b) hereof but with respect of all issues set forth in the protest and not specifically adopted by the Commission, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the protestant. The hearing and determination of cases arising under this subsection shall be expedited by the Commission and pending hearing and decision the effective date of the Commission's action to which protest is made shall be postponed to the date of the Commission's decision after hearing, unless the authorization involved is necessary to the maintenance or conduct of an existing service, in which event the Commission shall authorize the applicant to utilize the facilities or authorization in question pending the Commission's decision after hearing.

"(d) Such station licenses as the Commission may grant shall be in such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject: (1) The station license shall not vest in the licensee any right to operate the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein; (2) neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act; (3) every license issued under this Act shall be subject in terms to the right of use or control conferred by section 606 hereof."

Sec. 13. Subsection (b) of section 310 of said Act is amended to read as follows:

"(b) No instrument of authorization granted by the Commission entitling the holder thereof to construct or to operate radio apparatus and no rights granted thereunder shall be transferred, assigned, or disposed of in any manner, voluntarily or involuntarily, directly or indirectly, or by transfer of control of any corporation holding such instrument of authorization, to any person except upon application to the Commission and upon finding by the Commission that the proposed transferee or assignee possesses the qualifications required of an original permittee or licensee. The procedure for handling such application shall be that provided in section 309 hereof with respect to applications for licenses."

Section 14

Sec. 14. Section 312 of such Act, as amended, is amended to read as follows:

Sec. 312. (a) Any station license may be revoked (1) because of conditions coming to the attention of the Commission since the granting of such license which would have warranted the Commission in refusing to grant such license, or (2) for violation of or failure to observe the terms and conditions of any cease-and-desist order issued by the Commission pursuant to subsection (b) hereof: **Provided,** That no such order of revocation shall take effect until thirty days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said thirty days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of revocation.

"(b) Where a station licensee (1) has failed to operate substantially as set forth in the license, or (2) has failed to observe any of the restrictions and conditions of this Act or of a treaty ratified by the United States, or (3) has violated or failed to observe any rule or regulation of the Commission authorized by this Act, the Commission may institute a proceeding by serving upon the licensee an order to show cause why it should not cease and desist from such action. Said order shall contain a statement of the particulars and matters with respect to which the Commission is inquiring and shall call upon the licensee to appear before the Commission at a time and place therein stated, but in no event less than thirty days after receipt of such notice, and give evidence upon the matter specified in said order. If, after hearing, or a waiver thereof by the licensee, the Commission determines that a cease and desist order should issue, it shall make a report in writing stating the findings of the Commission and the grounds and reasons therefor and shall cause the same to be served on said licensee, together with such order.

"(c) Any station license granted under the provisions of this Act or the construction permit required thereby may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty ratified by the United States will be more fully complied with: **Provided,** That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds and reasons therefor, and shall have been given reasonable opportunity, in no event less than thirty days, to show cause, by public hearing, if requested, why such order of modification should not issue.

"(d) In any case where a hearing is conducted pursuant to the provisions of this section, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the Commission.

Section 15

Sec. 15. Section 315 of such Act is amended to read as follows:

"Sec. 315. Nothing in this Act shall be understood as imposing or as authorizing or permitting the Commission to impose any obligation upon the licensee of any radio broadcast station to allow the use of such station in any political campaign. In the event that the licensee of any such station shall permit such use, it shall be in accordance with the following conditions and obligations:

"(a) When any licensee permits any person who is a legally qualified candidate for any public office in a primary, general, or other election to use a broadcast station, or permits any person to use a broadcast station in support of any such candidate, he shall afford equal opportunities to all other such candidates for that office, or to a person designated by any such candidate, to use such broadcast station; and if any licensee permits any person to use a broadcast station in opposition to any such candidate or candidates, he shall afford equal opportunities to the candidate or candidates so opposed, or to a person designated by any such candidate, in the use of such broadcast station.

"(b) When a licensee permits an official of a regularly organized political party, or a person designated by him, to use a broadcast station in any political campaign, then the corresponding official in all other regularly organized political parties, or a person designated by him shall have equal opportunities for its use.

"(c) No licensee shall, during a political campaign, permit the use of the facilities of a broadcast station for or against any candidate for any public office except (1) by a legally qualified candidate for the same office; or (2) by a person designated, in writing, by such candidate; or (3) by a regularly organized political party whose candidate's or candidates' names appear on the ballot and whose duly chosen responsible officers designate a person to use such facilities.

"(d) When any licensee permits any person to use a broadcast station in support of or in opposition to any public measure to be voted upon as such in a referendum, initiative, recall, or other form of election, he shall afford equal opportunities (including time in the aggregate) for the presentation of each different view on such public measure.

"(e) No licensee shall permit the making of any political broadcast, or the discussion of any question by or upon behalf of any political candidate or party as herein provided, for a period beginning twenty-four hours prior to and extending throughout the day on which a National, State, or local election is to be held.

"(f) Neither licensees nor the Commission shall have power of censorship over the material broadcast under the provisions of this section: **Provided,** That licensees shall not be liable for any libel, slander, invasion of right of privacy, or any similar liability imposed by any State, Federal, or Territorial or local law for any statement made in any broadcast under the provisions of this section, except as to statements made by the licensee or persons under his control.

"(g) The duty of the licensee to observe the conditions herein stated shall apply to all political activities, whether local, State, or National in their scope and application. The term 'equal opportunities' as used in this section and in section 330 of this Act means the consideration, if any, paid or promised for the use of such station, the approximate time of the day or night at which the broadcast is made, an equal amount of time, the use of the station in combination with other stations, if any, used by the original user, and in the case of network organizations, an equivalent grouping of stations connected for simultaneous broadcast or for any recorded rebroadcasts."

Section 16

Sec. 16. The heading of section 326 of such Act is amended to read "Censorship", and such section is amended to read as follows:

"Sec. 326. (a) Nothing in this Act shall be understood or construed to give the Commission the power to regulate the business of the licensee of any radio broadcast station unless otherwise specifically authorized in this Act.

"(b) The Commission shall have no power to censor, alter, or in any manner affect or control the substance of any material to be broadcast by any radio broadcast station licensed pursuant to this Act, and no regulation or condition shall be promulgated or imposed by the Commission which shall interfere with the right and duty of the licensee of any such station to determine, subject to the limitations of this Act, the character and the source of the material to be broadcast: **Provided,** That nothing herein contained shall be construed to limit the authority of the Commission in its consideration of applications for renewal of licenses to determine whether or not the licensee has operated in the public interest."

Section 17

Sec. 17. Part 1 of title III of such Act is amended by adding two new sections as follows:

"Discussion of Public or Political Questions

"Sec. 330. When and if a radio broadcast station is used for the presentation of political or public questions otherwise than as provided for in section 315 hereof, it shall be the duty of the licensee of any such station to afford equal opportunities for the presentation of different views on such questions: **Provided,** That the time, in the aggregate, devoted to different views on any such question shall not be required to exceed twice that which was made available to the original user or users. Neither the licensee of any station so used nor the Commission shall have the power to censor, alter, or in any manner affect or control the substance of any program material so used: **Provided, however,** That no licensee shall be required to permit the broadcasting of any material which advocates the overthrow of the Government of the United States by force or violence: **And provided further,** That no licensee shall be required to broadcast any material which might subject the licensee

(*Continued on page 36*)

Now it's 100 miles up!

If you read these W-I-T-H ads regularly, you may remember the one captioned "65 Miles Up."

Sometime ago, scientists, placed a camera in a V-2 Rocket. The picture was snapped when the rocket reached the top of its flight and started back to earth. We thought that was a honey.

Now they tell us of one taken later. The same way, this time at 100 miles up. That's it up there.

We don't know whether the same group of scientists took both pictures or not. But the fact is, no matter what you do—what heights you reach—if you don't stay in there working, competition will get ahead and beyond you in no time.

It's especially true in radio. And smart radio time buyers know that W-I-T-H, Baltimore's successful independent station, is the way to keep ahead of the competition here in the 6th largest city.

Put W-I-T-H on that next list. It delivers more listeners-per-dollar-spent.

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

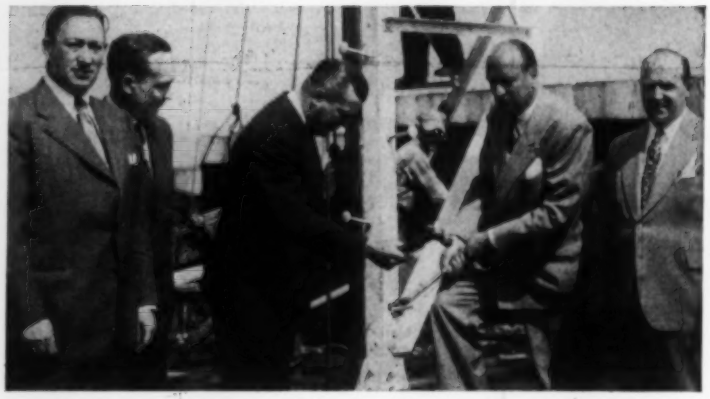
NAVY TO DISTRIBUTE NEW RECRUITING SPOTS

AIR STATION officers of Rear Admiral E. C. Ewen's Naval Air Reserve Command will soon call on 400 U. S. radio stations to offer them transcribed recruiting spots.

Aimed at recruiting enlisted reserve personnel for 21 naval stations located around the country, the spots feature Chicago network announcers Tom Casey and Bob Venables, the Honeydreamers, ABC vocal combination, and the Mel Henke Trio.

Campaign was produced by Lieut. Comdr. Walt Kimmel, USNR, assistant Public Information Officer for the Naval Air Reserve Command at Glenview, Ill.

TELEVISION sets, gifts to the Veterans Administration from private organizations, have been installed in VA hospitals at Hines, Ill. and Washington, D. C. (Mt. Alto). Patients can now watch sports and special events without leaving the hospitals.



"GOLDEN" SPIKE—well, really steel—for the base of the tower for WFMO (FM) Jersey City is driven in by Ramon Sieminski, chairman of the board. Harold E. Wondsel, vice president, holds the spike in place. At left are: A. Lewis King, vice president and general manager, and Eugene E. Ford, secretary. Far right is Edmund Sieminski, treasurer. Tower is at 26 Journal Square, Jersey City. The station expects to be broadcasting in the near future.

ABC ADDS 4 STATIONS FOR TOTAL OF 255

ABC last week announced the addition of four new affiliates, now under construction, bringing the total number of ABC stations to 255.

Effective Oct. 1 WARC Rochester, N. Y., operating with 1 kw on 950 kc joins ABC as a member of the network's basic group of stations. Owned by WARC Inc., the station will be managed by S. W. Townsend.

WLAM Lewiston-Auburn, Me., joins ABC on Sept. 1 as a member of the northeast group. The Lewiston-Auburn Broadcasting Corp. owns the station which will operate with 5 kw on 1470 kc and will be managed by Frank Hoy.

WNAO Raleigh, N. C., affiliates with ABC's southeast group on Nov. 1. The station will operate with 5 kw on 850 kc under the ownership of The News and Observer Publishing Co., and will be managed by Dudley Tichenor.

On Aug. 1 WARK Hagerstown, Md., joins ABC as a member of the northeast group, operating with 250 w on 1490 kc. The station is owned by the Antietam Broadcasting Corp. and will be managed by Stewart W. Phillips.

NBC to Help to Promote United Nations Theme

NBC and the American Assn. for the United Nations will jointly promote United Nations week from Sept. 14-20, according to an announcement last week in New York. More than 50 organizations allied with the AAUN will cooperate in a program designed to make the U. S. more United Nations-conscious through a series of campaigns by radio networks, and in schools, churches and clubs.

The entire issue of *This is the NBC* for the latter part of July will be devoted to the United Nations project. The UN theme will be developed on several NBC shows beginning with the *University of the Air* series on May 24. United Nations Week will open officially with ceremonies in New York's Rockefeller Plaza Sept. 14.

M. C. Aids Police

AID TO THE POLICE of Lawrence, Mass., in trying to locate relatives of 71-year-old Joseph Ouellette, who lay near death in a hospital as a result of auto accident injuries, was given by Bob Moore, m. c. on WLAW Lawrence's midnight record show. One of Mr. Moore's listeners phoned to give him names and addresses of Mr. Ouellette's next of kin. The information was relayed to the police, who then rushed the relatives to the hospital.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

AILY ARGUS-LEADER

FCC Grants KELO Added Power Rating

Boosted to 5,000 Watts—Change in Frequency Authorized

The Federal Communications commission today announced the approval of the application of the Midcontinent Broadcasting Co., operators of radio station KELO, Sioux Falls, for a construction permit to increase its operating power from 250 watts to 5,000 watts, day and night, President Sam Fantle jr., said.

S. F. SHOWS BIGGEST GAIN IN BUSINESS

Sioux Falls with a 22 per cent increase in business activity over a year ago leads all cities of the nation in this respect, according to the Forbes magazine map of business conditions for May 1.

The city was followed closely by Montgomery, Ala., with a 21 per cent increase, and Butte, Mont., with 20 per cent. The business magazine makes its survey every two weeks.

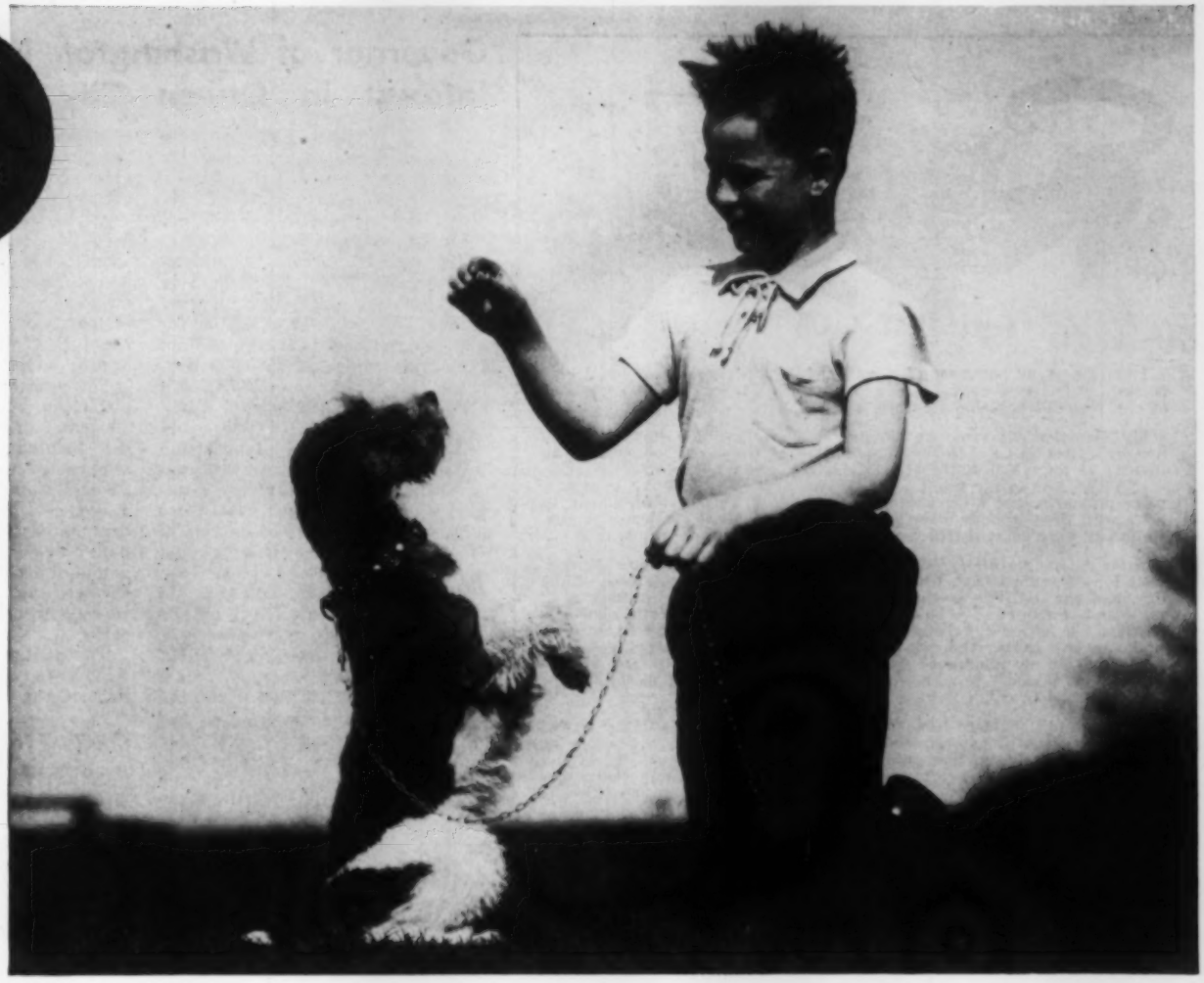
Changes Noted

NBC AFFILIATE

Consider—then Contact

JOHN E. PEARSON CO.

THE SOLO MEDIUM



SPEAKING OF A SPHERE OF INFLUENCE

That's a diplomat's term for an area where you can pretty well control what folks are thinking and doing. It is also a brief description of the region where five million listeners have come to know that what they hear over WSM is gospel. For 21 years, this station has practiced unswerving and unquestionable integrity. That's why WSM is the solo medium that can—that does deliver this market.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

W — Clear Channel — 50,000 Watts — 650 Kilocycles — NBC Affiliate — S

WSM
NASHVILLE

(Advertisement)

MY CLUB

I am the proud possessor of a small white card handed me by Reggie Shubel, which says that I am a distinguished (non-resident) member of the New York Radio Executives Club.

My elevation all came about in this way. One day last fall, Bob Swezey called me and invited me to lunch. Upon my acceptance, he told me to meet him at the Hotel Biltmore where I would be the guest of NYREC. As is my usual wont, I presented myself at the appointed place promptly, and after waiting around in an anteroom for about an hour with three or four other more or less bewildered gentlemen guests, we finally were ushered into the main hall and seated at various tables.

After enjoying a pretty fair lunch, we all settled back to hear the eminent Miss Fannie Hurst, who was scheduled to make the address of the day, and she did. She promptly started telling us all about the ills of radio and how to run our business; and while guiding our future business destiny, she alternated between lambasting the daylights out of programmes and taking the hide off commercials. The principal theme of her speech, to my mind, was that radio was "of morons, by morons, and for morons, period." Now, as any fool can plainly see, a most pleasant time was had by all.

Swezey and his Board looked a little flushed at times, but they settled back and rode out the storm. Miss Hurst maintained that she was offering constructive criticism. She probably was, in her own mind, doing just that. It is believed some awful remarks have been made while Samaritans work constructively.

I note in BROADCASTING that Justin Miller, NAB President, recently spoke to MY CLUB. He made the astounding statement that radio needs no Czar. As a matter of fact, his subject was: "Does Radio Need a Czar?", and he took the negative. I didn't see in the report that anybody took the affirmative. He said what we need is "constructive collaborative thinking." What's that? He said we need a "measure of self-discipline." What have we done so bad that we need to do penance? He asked that all of us remain calm in the face of what he believed to be "hysterical criticism." Who's doing all the criticizing? He said we should "cure our own ills." Whoever convinced Mr. Justin Miller that he is a diagnostician and how does he know we are so ill? Who has put the finger on the ills of radio that knows anything about radio? I haven't heard any station owners running around criticizing themselves to any great extent.

I believe that the average station owner does his level best. Of course, he enjoys certain natural limitations of ability and intelligence. Presumably, the operators or owners of stations are of good character, at least the FCC thought so when they granted them CP's. Every station owner tries to improve his programmes, keep his relations with the public up to snuff, does the amount of public service that's needed, and tries to make his station a part of the community.

There is only one part of Judge Miller's speech as reported that I agree with, and that is, that we don't need any radio Czar. I, for one, will not delegate any authority to any Czar to police my station; the FCC charges me with that responsibility. It seems to me that if we have any serious ills, one of the main ones is that the station owners are letting the so-called top level brass of the radio world act and speak a little too much for us, especially in view of the fact that few of the so-called higher echelon powers know anything at all about running a commercial broadcasting station.

We all recognize that the Fannie Hursts, the Justin Millers and the John Knights are eminent people who have achieved much in their own fields, but I have never heard of any of them having had the unique and piquant experience of running a 100 watt non-network radio station. Fellows who cut their eye teeth on this kind of teething ring might know better what's wrong, if there be anything greatly out of kilter.

Perhaps MY CLUB would do all right if they invited up as guest speakers a few of the little Joes of radio—fellows who run the stations in Kokomo, or Sylacauga, or Birmingham or Cheyenne. Maybe they would be able to tell MY CLUB some of the good things about local broadcasting. Maybe MY CLUB should not confuse the so-called "huckster" part of radio with the radio that is an integral part of an area or community.

Maybe MY CLUB should confine itself to community singing and one grand project a year with their roast beef, green peas and mashed potatoes.

Over at WKAT we don't think we have all the answers. We do believe, however, that the nearest answer to radio can be found at the grass roots. We don't feel particularly ill over at WKAT—unless growing pains can be said to be a disease. We don't need a Czar. We're doing all right over at WKAT. How's MY CLUB doin'?

FRANK KATZENTINE
WKAT

Governor of Washington Increases His Interest in Queen City Broadcasting

MON C. WALLGREN, Governor of Washington, is increasing his stock interest in Queen City Broadcasting Co., licensee of KIRO Seattle and permittee of KDSH Boise, Idaho, from 5.25 to 14%.

The increase comes through acquisition of 8.75% interest held by Fort Industry Co. It was reported to FCC last week in a petiton for approval, without hearings, of Fort Industry's projected $550,000 purchase of WJBK and WJBK-FM Detroit and $272,500 sale of WHIZ Zanesville, Ohio.

The KIRO-KDSH transaction does not require Commission approval since it involves only a minority interest, and the sales price was not reported. Chief owners of Queen City are Saul Haas (53.8%) and Louis K. Lear (10.14%).

Fort Industry also said it would sell its interest in CKLW Windsor-Detroit within 60 days after FCC approval of the WJBK and WHIZ transfers. The company owns 11.9% of the CKLW licensee, Western Ontario Broadcasting Co., and of Western Ontario's American subsidiary, Essex Broadcasters, Detroit.

In its first petition Fort Industry said the CKLW interest had been sold to unspecified interests. In a supplemental petition filed Tuesday, reporting the transfer of KIRO-KDSH stock, the company said the CKLW transaction had not yet been consummated.

Avoid Multiple Rule

The KIRO-KDSH transaction and the projected sale of Fort Industry's shares in CKLW were designed to avoid difficulties with FCC's multiple ownership rules and policies. In view of the company's present ownership of seven AM stations, the Commission deferred consideration of the application to buy WJBK until the application to sell WHIZ had been filed [BROADCASTING, Jan. 6].

The proposed purchase of WJBK is from James F. Hopkins (45%), president and general manager, and Richard A. Connell Jr. (55%), automobile distributor and real estate owner [BROADCASTING, Aug. 26]. The sale of WHIZ is to Orvil B., Clay, and Arthur S. Littick, equal owners of the Zanesville *Times-Signal*, and Earnest B. and Clarence A. Graham, attorneys [BROADCASTING, Jan 27]. Each of the WHIZ purchasers would have a 20% interest.

The petition for grant of the applications without hearings, filed on behalf of both buyers and sellers, pointed out that the WJBK application was filed last October 10 and that, under terms of the agreement, the contract might be terminated by either party if FCC hasn't acted by June 20. To speed action, Fort Industry and Messrs. Connell and Hopkins agreed to waive hearing on the WJBK application.

The petiton was handled by Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson.

Winner Gets Tray

"THE YANKEE NETWORK plate," a sterling silver tray, was presented to the winner of the Yankee Handicap, feature race for three-year-olds at Suffolk Downs, East Boston, on Saturday by James S. Powers, representing John Shepard III, chairman of the board, Yankee Network. An additional prize of $25,000 was awarded the winner by the Racing Assn. of Suffolk Downs. Mr. Powers' presentation was recorded and played back on the 11:15 p.m. edition of WNAC Boston's *Around the Town*.

CBC FINANCES LOW, REPORTS DR. FRIGON

CBC WILL have to modify completely its fundamental operations next year if no increased money from license fee collections is forthcoming, Dr. A. Frigon, CBC general manager, told the Parliamentary Committee at Ottawa last week. He stated that "with increased costs of almost everything, no material increase in license fees, our commercial revenue relatively stabilized and with no guarantee that the cost of collecting license fees would be taken care of by the government," the 1947-48 budget was reduced to a minimum, with an anticipated deficit of $265,000 before depreciation.

Normal operations would have brought the deficit to $450,000. "But unless Parliament authorizes the government to take care of the cost of collecting license fees, we will have to modify our fundamental operations completely for 1948-49, by revamping downward our present organization . . . We must, therefore, again request that the license fee ($2.50 annually) paid by listeners, be remitted to us entirely."

In the preliminary financial statement for 1946-47, Dr. Frigon showed license fee collections of $3,910,000, commercial broadcasting revenue of $1,786,000, and miscellaneous revenue of $112,000, for a total of $5,808,000. Expenses totalled $5,878,000, of which programs accounted for $2,966,000, engineering $1,212,000, wire lines $965,000, administration $391,000, press and information $193,000, commercial department $149,000, and loan interest $2,000. License fees were up $137,000 over 1945-46, and commercial revenue was up $100,000 over the previous year.

Local Boy Makes Good Listening

IF you happen to be one of the 9,000 residents of Clearfield, Pa., chances are you know Bill Thomas, editor of the *Clearfield Progress*. Bill has made quite a name for himself in the field of "main street" journalism.

But you don't have to be in Clearfield to hear Bill's voice.

You can hear his radio program anywhere in the area reached by the 50,000 watt signal of KDKA, in Pittsburgh. And according to BMB, this area includes 194 counties at night, 116 counties while the sun shines.

"A Main Street Editor Looks at the News," Bill calls his program. It's on the air at 6:45 P.M. Saturdays and thousands listen. Dairymen, grocers, school teachers, doctors, coal miners, college presidents, architects, ministers.. in Pittsburgh itself and the far-reaching, fast-growing areas that surround Pittsburgh.. all have written in to say how much they enjoy Bill's impartial, stimulating news analysis.

. . . . . .

A low-cost program with an established audience on one of America's great stations. Ask NBC Spot Sales.

KDKA

PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS INC — WBZ · WBZA · WOWO / KEX · KYW · KDKA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

NIGHT VIDEO BETTER
Flat Lighting Aids Ball Game Shows, WPTZ Official Says

NIGHT BASEBALL GAMES are televising better than day games over WPTZ Philadelphia, according to Rolland Tooke, assistant general manager of the station, who explains that the ball can be followed better at night because there is flat lighting on the field. During the day the grandstand casts a heavy shadow over part of the field, making the ball harder to see.

Mr. Tooke believes that the fact that atmospheric disturbances are less at night also aids the images.

WPTZ has been televising American and National League games in Shibe Park since April 15, with Atlantic Refining Co. and Philco Distributors Inc., alternately sponsoring major league games.

Theatre Television Is Far Behind Home Video, Says Motion Picture Official

TELEVISION is far from here as a commercial entity in the theatre, according to John P. Livadary, chairman of Research Council television committee and Columbia Pictures Corp. technical sound director, in a confidential report to Motion Picture Assn.

Although Mr. Livadary did not formally release content of his report and formal release of motion picture group is two weeks off, a news leak resulted in disclosure of basic facts.

Basis for report included trip East by Mr. Livadary and informal conferences with high ranking engineers and executives of American Telephone and Telegraph Co., RCA, General Electric, representatives of the motion picture industry, members of Society of Motion Picture Engineers and various technicians of telecasting companies. He also witnessed RCA theatre television demonstration in Philadelphia May 1.

Among his conclusions "no definite market exists in theatre television as in home television because such a market must be developed on strength of the ability of theatre television to present entertainment in theatres in a profitable manner." He further observes that "theatre equipment of a commercial quality for presentation of events of compelling interest may be available within two or three years."

And finally, "no proof has yet been given that commercial theatre television could operate for profit or that it could adequately display types of entertainment requiring high technical perfection. By this I mean stage shows or motion picture films," report states.

On color theatre television equipment, he says it is "fair on close-ups, mediocre on medium shots and poor to bad on long shots." Continuing on, he reports "the light intensity of the projected picture is below par compared to motion picture films," but he points out that black and white equipment is better by comparison.

At such time as commercial reality of theatre television, he prophesies "development of entertainment centers from which entertainment could be simultaneously telecast into theatres."

In relation to sources of theatre television, he states possibility that its existence would "definitely introduce a new outlet for bringing into the theatre entertainment not originating from films normally displayed in the theatre."

CONCENTRATION and anticipation are written over faces of Sam H. Bennett (l), KMBC Kansas City vice president and director of sales, and Bill Shudt, of CBS Station Relations, respectively, in one of series of gin rummy contests. Contest winner was not announced. Mr. Shudt was hospitalized during NAB Area C meeting, but left Kansas City fully recovered.

New GE Video Receiver With AM, FM Announced

PRODUCTION of a new General Electric video console receiver including AM and FM radio and a record changer, and priced at $750-$800 before installation, has been announced in New York. The television receiver has a ten-inch picture tube. Production began a fortnight ago, said Paul Chamberlain, sales manager of GE's Receiver Division, but the new receiver will not go on sale until late June.

Mr. Chamberlain said also that GE plans to produce in July a projection model receiver with a screen measuring 18 by 24 inches. It includes both AM and FM radio and a record changer.

Baker Replacement

SUMMER replacement for *Kenny Baker Show* on ABC, sponsored by Procter & Gamble (Ivory Snow, Crisco) through Compton Adv., New York, will be *Welcome Travelers*, effective June 30 for 13-week program which will feature Tommy Bartlett as m.c. Format of show will bring visitors recruited from incoming trains.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
KANSAS CITY
SAN FRANCISCO
LOS ANGELES

WMOB Mobile, Ala.
WLAY Muscle Shoals, Ala.
KTHS Hot Springs, Ark.
KFMB San Diego, Calif.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
WORD Spartanburg, S. C.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis, Tenn.
KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

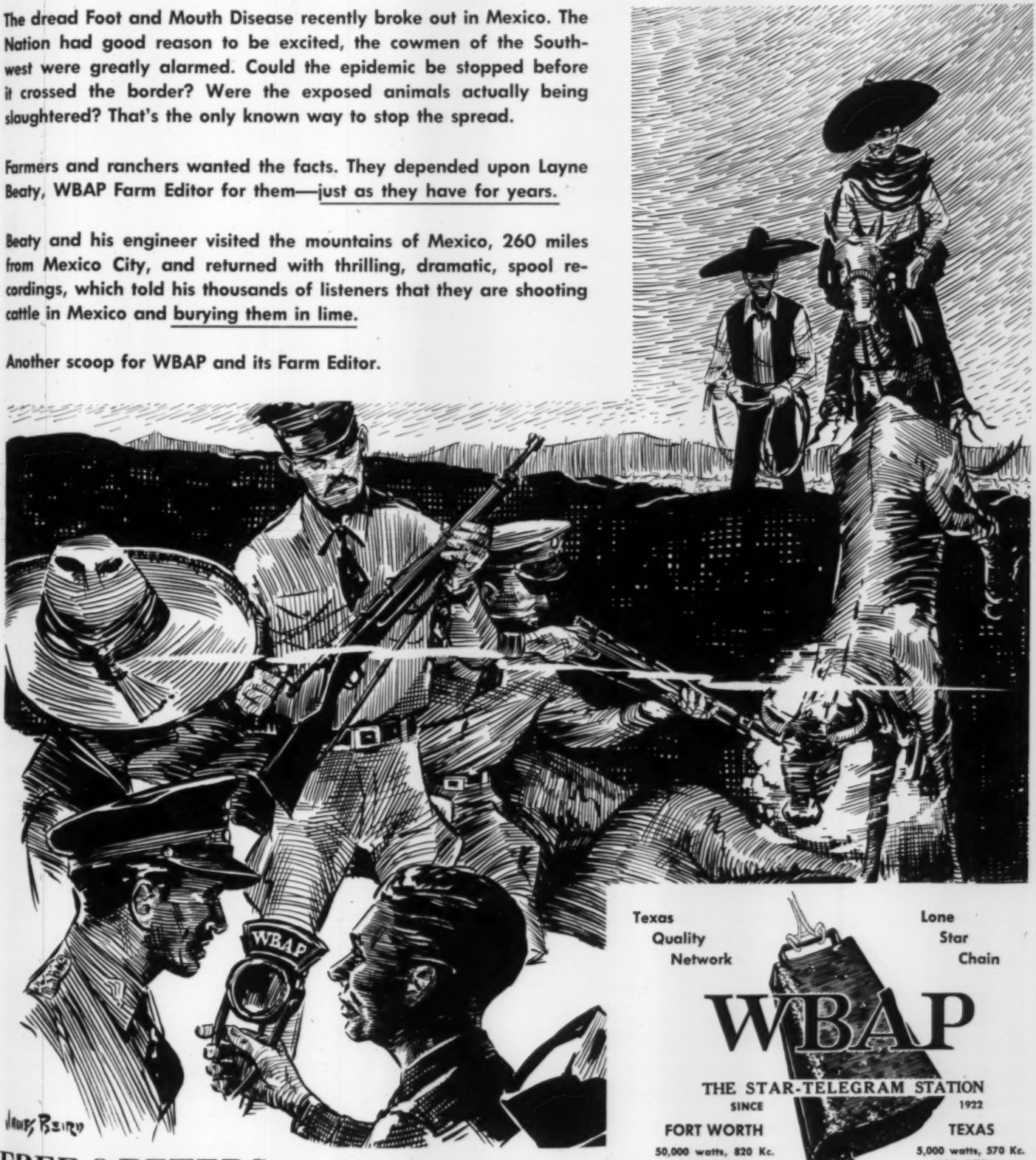
They Are Shooting Cattle In Mexico!

The dread Foot and Mouth Disease recently broke out in Mexico. The Nation had good reason to be excited, the cowmen of the Southwest were greatly alarmed. Could the epidemic be stopped before it crossed the border? Were the exposed animals actually being slaughtered? That's the only known way to stop the spread.

Farmers and ranchers wanted the facts. They depended upon Layne Beaty, WBAP Farm Editor for them—just as they have for years.

Beaty and his engineer visited the mountains of Mexico, 260 miles from Mexico City, and returned with thrilling, dramatic, spool recordings, which told his thousands of listeners that they are shooting cattle in Mexico and burying them in lime.

Another scoop for WBAP and its Farm Editor.



Texas Quality Network

Lone Star Chain

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

FORT WORTH 50,000 watts, 820 Kc. NBC Affiliate

Amon Carter, President
George Cranston, Manager

TEXAS 5,000 watts, 570 Kc. ABC Affiliate

Harold Hough, Director
Keith Baldwin, National Sales Representative

FREE & PETERS, INC. *National Representatives*

Fort Worth: Star-Telegram Bldg. 3-1234
New York: 444 Madison Ave. Plaza 5-4130
Detroit: 3463 Penobscot Bldg. Cadillac 4255
Hollywood: 6331 Hollywood Hollywood 2151
Chicago: 180 N. Michigan Franklin 6373
San Francisco: 58 Sutter Sutter 4353
Atlanta: 322 Palmer Bldg. Main 5667

TENNESSEE CONGRESSMAN, the Hon. Wirt Courtney, delivers weekly reports from Washington.

"OLD DIRT DOBBER", WLAC'S gardening expert, broadcasts over CBS, Saturday mornings.

TENNESSEE'S GOVERNOR JIM McCORD **receives first copy of WLAC'S ". . . in the public interest . . ." brochure. Said the Governor . . . "To me, the significance of the story contained in this booklet is that your station is sufficiently alert to the welfare of our community to enable you to quickly comprehend the importance of those occurrences which are so closely related to our advancement."**

STUDENT CHORAL GROUPS. City and county school children furnish entertaining and educational programs over WLAC. Regular singing programs have built a tremendous audience among students in the Nashville area.

YOUTH VIEWS THE NEWS. Each year WLAC holds "graduating exercises" for 'teenagers who complete a full 12-months' "course" of broadcasting on the station's "Youth Views the News Programs".

"IN THE PUBLIC INTEREST." To record WLAC'S constant attention to those matters which are in the public interest, this station prepared a 24-page booklet which created a great deal of comment. Some of the stories and illustrations are shown on these two pages. Copy of this booklet will be sent on request.

THIS IS VOLUME 2, THE 1946 EDITION of "... in the public interest . . ." In it are a score of public service features that have helped to build additional "editorial confidence" among WLAC listeners.

HELPS SETTLE TROUBLED WATERS. While some news agencies were "making the most" of Columbia, Tennessee's so-called race riot, WLAC gave its listeners an unbiased report with a direct, exclusive broadcast by the mayor of Columbia.

COMMUNITY CHEST "KICK OFF". The opening meeting of the Community Chest Drive receives impetus from WLAC'S 50,000-watt coverage. Other civic drives and civic groups also receive cordial cooperation.

ONE-MINUTE SPOT REUNITES FAMILY. "My little boy disappeared from home two hours ago! Will you please broadcast his description!" Fifteen minutes later the boy had been located, thanks to a WLAC one-minute announcement.

CONTROVERSIAL ISSUES ON OPEN FORUM. Teachers' salaries, juvenile delinquincy, labor-management relations and other timely topics have been subject of Thursday night's "Let's Think" forum over WLAC.

"MIDDLE TENNESSEE RADIO COUNCIL." Each month, representatives of 25 or more leading Nashville women's groups (religious, civic and educational) discuss programs and other broadcasting.

CLIPP NAMED DIRECTOR OF POOR RICHARD CLUB

POOR RICHARD CLUB, Philadelphia, one of the nation's foremost advertising clubs, this week announced the election of new officers, with Roger W. Clipp, general manager of WFIL Philadelphia, named a director.

The presidency went to Harry L. Hawkins of *The Evening Bulletin*. Mr. Hawkins, national advertising manager of the *Bulletin*, succeeds Benjamin F. James, president of the Franklin Printing Co.

Others elected were:

James J. D. Spillman, of the Benjamin Eshelman Co. agency, and Harold S. LeDuc, Bell Telephone Co., vice presidents; A. C. Kunkel, Breyer Ice Cream Co., secretary; Robert P. Lukens, Ault and Wiborg Co., treasurer, and A. King Aitkin, of Aitkin and Kynett Co. agency, Roy J. McKee, of McKee and Albright Co. agency, and Charles H. Grakelow, city director of purchases and supplies, directors.

Paul White's 'News on The Air' Reviews The Field for Newcomers and Beginners

NEWS ON THE AIR, by Paul W. White, Harcourt, Brace & Co., New York. 374 pages.

PAUL WHITE'S new book, *News on The Air*, extolling the praises of radio news, citing its advantages over newspapers, and encouraging newcomers to the profession, is unique and pleasant reading, especially during the current epidemic of authors panning their professions.

Actually, according to the author, this is really two books in one. It's a textbook for beginners in what he terms "a young and dynamic profession" and it's a book for those who are already members of the trade. With his wealth of past experience, particularly as CBS director of public affairs, the author is in a position to write authoritatively from both aspects.

Comparing radio with press, Mr. White cites the advantages of each and explains the handicaps under which radio must operate. First of all, says Mr. White, the printing of news is *the* primary function of a newspaper, but radio, "in the public interest, convenience and necessity," feels it must also put on drama, music, comedy, educational and religious programs. Newspapers also have an advantage he says, when it comes to giving large groups of figures, such as stock tables, baseball box scores, detailed election results, racing charts, etc.

With a juicy sex or crime story, newspapers can go into more sordid detail, theoretically because they're consumed by an individual reader, while radio is a family pastime, according to Mr. White.

Strangely enough, the author predicts that "television will be even more restrictive." Pointing to movies as an example, Mr. White says, "television faces a still more worrisome ogre than any industry-chosen 'czar.' The ogre is the FCC, which issues licenses and holds the threat of non-renewal over the head of every licensee. Let a television station become at all blatant in a sex drama or overly vigorous in its reconstruction of a crime, and letters of protest will flow to Washington in a tidal wave."

Radio's three principal advantages, on the other hand, are its honesty, immediacy and personalities, he says. The beliefs expressed in many newspapers' editorial columns, says the veteran newsman, are borne out by the news that, not too coincidentally, appears on Page One. Another practice, he notices, is writing news stories to justify headlines. In radio, on the other hand, nothing can be done to gain more circulation once a program is actually on the air. Since the program costs nothing for the listener, a good reputation rather than a flashy single product is apt to be radio's goal, according to Mr. White.

'Writing Down'

Advising newsmen how to write for radio, Mr. White says that radio critics who say there is too much "writing down" to the listener are wrong, for simplicity and clarity travel hand in hand. Of the time and work involved, the author claims a 10-minute news summary may need as much as four hours of work; a 15-minute program as much as six. In any case, he says, there is one truism worth remembering: "There never was a script that couldn't be improved by cutting."

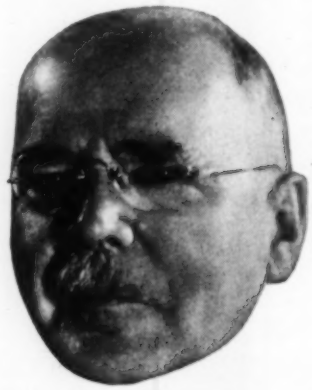
In the matter of news judgment and good taste, the author says that in the main, an editor uses the stories he thinks will be the most interesting to the most people. Of course he is often influenced by his social conscience and by good taste, says Mr. White. As for commercial sponsors of news programs, he says, "Personally, I've never seen any valid reason for not permitting such sponsorship." A valid reason, he explains, would

(*Continued on page 66*)

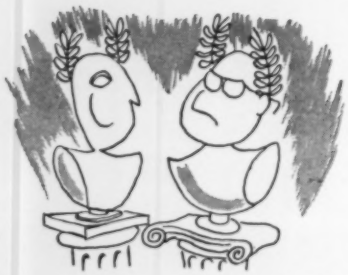
Aids Cupid

THERE'S nothing in the radio law to prevent two licensed amateur stations being used to conduct a wedding ceremony between a couple separated by the Pacific, FCC last week informed an inquirer in Florida. The question concerned a soldier on Saipan and his financee in the U. S.

Kaltenborn-and You



H. V. Kaltenborn is a name synonymous with authority in news interpretation. The veteran broadcaster's quarter-century on the air, his lectures, books and articles have brought him a devoted audience and high critical standing—have assured full recognition of his title, "DEAN OF AMERICAN COMMENTATORS."



Seldom is any local advertiser able to identify his name . . . his product or service . . . with a personality of H. V. Kaltenborn's stature.

But Kaltenborn may be sponsored in many localities where NBC stations carry his program (Monday, Wednesday, Friday at 7:45 pm).

When you want Kaltenborn to lend national prestige and impact to your local advertising, phone, write or wire NBC, New York, for details of how you can make an effective team.

Kaltenborn Edits the News

—is an NBC Co-operative Program

America's No. 1 Network

the National Broadcasting Company

A service of Radio Corporation of America

IF IT'S BURIED TREASURE YOU WANT...

Use an old map on Cocos Island!

IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.

WTIC 50,000 WATTS

DIRECT ROUTE TO SALES IN *Southern New England*

The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network

Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

Text of White Bill

(*Continued from page 24*)

to liability for damages or to penalty or forfeiture under any local, State or Federal law or regulation. In all cases arising under this section, the licensee shall have the right to demand and receive a complete and accurate copy of the material to be broadcast a sufficient time in advance of its intended use to permit an examination thereof and the deletion therefrom of any material necessary to conform the same to the requirements of this section.

"Sec. 331. No licensee of any radio broadcast station shall permit the use of such station for the presentation of any public or political questions under section 315 or 330, unless the person or persons arranging or contracting for the broadcast time shall, prior to the proposed broadcast, disclose in writing and deliver to the licensee (a) the name of the speaker or speakers; (b) the subject of the discussion; (c) the capacity in which the speaker or speakers appear; that is, whether on their own account as an individual candidate or public officer, or as the representative, advocate, or employee of another; and how the time for the broadcast was made available, and if paid for, by whom. It shall be the duty of the licensee of the station so used to cause an announcement of the name of the speaker or speakers using the station, together with the other information required by this section, to be made both at the beginning and at the end of the broadcast: **Provided,** That in the case of a public officer speaking as such, the announcements shall specify only the subject of the discussion, the office held by him, whether such office is elective or appointive and by what political unit or political officer the power of election or appointment is exercised. Where more than one broadcast station or a network of such stations is used as herein provided, the requirements of this section will be met by filing the required material with the licensee of the originating station and by broadcasting the required announcements over all stations which broadcast the subject program."

Section 18

Sec. 18. Part 1 of title III of such Act is further amended by adding at the end thereof a new section as follows:

"Identification of Source in News Broadcasts

"Sec. 332. (a) All news items or the discussion of current events broadcast by any radio broadcast station shall be identified generally as to source and all editorial or interpretative comment, if any, concerning such items or events shall be identified as such and as to source and responsibility. It shall be the duty of the licensee of any radio broadcast station used for such purpose to cause an appropriate announcement to be made both at the beginning and at the end of any such broadcast in sufficient detail to inform the audience concerning the origin of the material being broadcast and whose editorial and other comment, if any, is being expressed. Where more than one broadcast station or a network of such station is used as herein provided, the responsibility for compliance with the requirements of this section shall be upon the originating station.

"(b) Nothing contained in sections 315, 330, and 331 hereof shall apply to broadcasts devoted to general news reports or descriptions or presentations of current events in which reference to a particular candidate or to public or political questions is incidehtal to the general purpose of the broadcast."

Section 19

Sec. 19. Part 1 of title III of such Act is further amended by adding at the end thereof a new section as follows:

"Limitations on Chain Broadcasting and Station Ownership

"Sec. 333. (a) No radio broadcast station shall enter into any contract, arrangement, or understanding, express or implied, with a network organization—

"(1) under which the station is prevented or hindered from, or penalized for, broadcasting the program of any other network organization on time otherwise available for that purpose (including time optioned but upon which no notice of exercise has been given); or

"(2) which prevents or hinders another station serving the same or substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization; or

"(3) which provides, by original term, provisions for renewal, or otherwise that the station will broadcast the programs of the network organization for a period longer than three years; or

"(4) which gives any network organization an option upon periods of time which are unspecified or which gives one or more network organizations options upon specified periods of time totaling more than 50 per centum of the total number of hours for which the station is licensed to operate or upon a total of more than two hours in any consecutive three-hour period or options which can be exercised upon notice to the station of less than fifty-six days; or

"(5) which prevents the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory, unsuitable, or contrary to the public interest, or from substituting a program of outstanding local or national importance for any offered by the network; or

"(6) under which the network fixes or attempts to fix or control the rates charged by the station for the sale of broadcast time for other than the network's programs.

"(b) No person shall own, control, or operate more than one such network in a single broadcast band: **Provided,** That this subsection shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

"(c) One year after the date of enactment of this Act the Commission shall observe the following limitations upon its licensing powers:

"(1) No person (including all persons under common control) shall own or control or be the licensee of more than one broadcast station in any single broadcast band when such stations cover the same or substantially the same area.

"(2) The Commission shall make or promulgate no rule or regulation of general application, the purpose or effect of which will be to fix or limit the number of broadcast stations which may be licensed to any person, but in acting upon individual applications the Commission is hereby authorized and directed to make and maintain a fair and equitable distribution of radio broadcast facilities as between various applicants therefor when such action can be taken consistent with the requirements of section 307 and the equities of existing licensees: **Provided,** That no person (including all persons under common control) shall own or control or be the licensee of broadcast stations in any single band which in the aggregate provide a primary service, under the standards of good engineering practice established by the Commission, for more than 25 per centum of the population of the continental United States as determined in the last preceding decennial census.

"(d) It shall be the duty of the Commission to take such action as is necessary to expedite compliance with the provisions of this section including, where necessary, the voluntary transfer of outstanding construction permits and licenses of stations of the class or classes affected thereby from licensees or permittees made ineligible to hold the same to persons who are qualified under the provisions of this section. The term 'control' as used in this section means the actual or legal right to the direction, supervision, and control of a broadcast station or its licensee or permittee, whether resulting from ownership of a controlling percentage of the issued shares of stock or other evidences of ownership of the entity holding the license or permit, or from other cogent proof of the actual or legal right to such direction, supervision, or control."

Section 20

Sec. 20. Part 1 of title III of such Act is further amended by adding at the end thereof a new section as follows:

"Indecent Language and False Statements

"Sec. 334. No person shall utter any obscene, indecent, or profane language, and no person shall knowingly make or publish any false accusation or charge against any person, by means of radio communication."

Section 21

Sec. 21. The heading of section 401 of such Act is amended to read "Jurisdiction to Enforce Act and Orders of Commission; Declaratory Orders"; and such section is amended by adding at the end thereof a new subsection (d) as follows:

"(d) In a case of actual controversy arising under any provision of this Act or of any order, rule, regulation, term, condition, limitation, or requirement adopted pursuant thereto (whether or not involving failure to comply therewith), the Commission may, upon petition of any interested person, and after notice and opportunity for hearing, enter a declaratory order declaring rights and other legal relations thereunder."

Section 22

Sec. 22. Section 402 of such Act is amended to read as follows:

"Sec. 402 (a) The provisions of the Act of October 22, 1913 (38 Stat. 219), as amended, relating to the enforcing or setting aside of orders of the Interstate Commerce Commission are hereby made applicable to suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under this Act (except those appealable under the provisions of subsection (b) hereof), and such suits are hereby authorized to be brought as provided in that Act. In addition to the venues specified in that Act, suits to enjoin, set aside, annul, or suspend, but not to enforce, any such order of the Commission may also be brought in the United States District Court for the District of Columbia.

"(b) Appeals may be taken from decisions and orders of the Commission to the United States Court of Appeals for the District of Columbia in any of the following cases:

"(1) By any applicant for any instrument of authorization required by this Act, or the regulations of the Commission made pursuant to this Act, for the construction or operation of apparatus for the transmission of energy, or communications, or signals by radio, whose application is denied by the Commission.

"(2) By any party to an application for authority to assign any such instrument of authorization or to transfer control of any corporation holding such instrument of authorization whose application is denied by the Commission.

"(3) By any applicant for the permit required by section 325 of this Act whose application has been denied by the Commission or any permittee under said section whose permit has been modified or revoked by the Commission.

"(4) By the holder of any instrument of authorization required by this Act, or the regulations of the Commission made pursuant to this Act, for the construction or operation of apparatus for the transmission of energy or communications or signals by radio, which instrument has been modified or revoked by the Commission.

"(5) By any other person who is aggrieved or whose interests are adversely affected by any order of the Commission granting or denying any application described in paragraphs (1), (2), (3), and (4) hereof.

"(6) By any person upon whom an order to cease and desist has been served under section 312 (b) of this Act.

"(7) By any party to a proceeding under section 401 who is aggrieved or whose interests are adversely affected by a declaratory order entered by the Commission.

"(8) By any radio operator whose license has been suspended by the Commission.

"(c) Such appeal shall be taken by filing a notice of appeal with the court within thirty days after the entry of the order complained of. Such notice of appeal shall contain a concise statement of the nature of the proceedings as to which the appeal is taken; a concise statement of the reasons on which the appellant intends to rely, separately stated and numbered; and proof of service of a true copy of said notice and statement upon the Commission. Upon filing of such notice, the court shall have exclusive jurisdiction of the proceedings and of the questions determined therein and shall have power, by order, directed to the Commission or any other party to the appeal, to grant such temporary relief as it may deem just and proper. Orders granting temporary relief may be either affirmative or negative in their scope and application so as to permit either the maintenance of the status quo in the matter in which the appeal is taken or the restoration of a position or status terminated or adversely affected by the order appealed from and shall, unless otherwise ordered by the court, be effective pending hearing and determination of said appeal and compliance by the Commission with the final judgment of the court rendered in said appeal.

"(d) Upon the filing of any such notice of appeal the Commission shall, not later than five days after the date of service upon it notify each person shown by the records of the Commission to be interested in said appeal of the filing and pendency of the same and shall thereafter permit any such person to inspect and make copies of said notice and statement of reasons therefor at the office of the Commission in the city of Washington. Within thirty days after the filing of an appeal, the Commission shall file with the court a copy of the order complained of, a full statement in writing of the facts and grounds relied upon by it in support of the order involved upon said appeal, and the originals or certified copies of all papers and evidence presented to and considered by it in entering said order.

"(e) Within thirty days after the filing of an appeal any interested person may intervene and participate in the proceedings had upon said appeal by filing with the court a notice of intention to intervene and a verified statement showing the nature of the interest of such party, together with proof of service of true copies of said notice and statement, both upon appellant and upon the Commission. Any person who would be aggrieved or whose interest would be adversely affected by a reversal or modification of the order of the Commission complained of shall be considered an interested party.

"(f) The record upon which any such appeal shall be heard and determined by the court shall contain such information and material, and shall be prepared within such time and in such manner as the court may by rule prescribe.

"(g) At the earliest convenient time the court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission, and in event the court shall render a decision and enter an order reversing the decision of the Commission it shall remand the case to the Commission to carry out the judgment of the court: **Provided,** That the review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious.

"(h) In the event that the court shall render a decision and enter an order reversing the order of the Commission, it shall remand the case to the Commission to carry out the judgment of the court and it shall be the duty of the Commission, in the absence of the proceedings to review such judgment, to forthwith give effect thereto, and unless otherwise ordered by the court, to do so upon the basis of the proceedings already had and the record upon which said appeal was heard and determined.

"(i) The court may, in its discretion, enter judgment for costs in favor of or against an appellant, or other interested parties intervening in said appeal, but not against the Commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof.

"(j) The court's judgment shall be final, subject, however, to review by the Supreme Court of the United States as hereinafter provided—

"(1) an appeal may be taken direct to the Supreme Court of the United States in any case wherein the jurisdiction of the court is invoked, or sought to

(*Continued on page 89*)

Want a bite, a slice, or a HUNK?

This is WDAY's 25th Anniversary Year, and we're passing out dividends! WDAY is the *6-to-1 favorite station* in the famous Red River Valley (according to numerous listener-surveys)—so the dividends every advertiser gets are:

(1) A bigger audience
(2) that is more attentive
(3) and more responsive.

You can take a bite, a slice, or a hunk, as you will. We've got a few choice availabilities in each category! Write us or ask Free & Peters.

FARGO, N. D. NBC . . 970 KILOCYCLES . . 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

WE AIN'T RABID ABOUT WILD DOG (Ky.)!

Yes Sir, *Wild Dog* is a real Kentucky town, and so is Airedale, Biscuit and Quail. But WAVE ain't slathering to get its teeth into *any* of them, and we guess you know the reason why! WAVE has its powerful canines (and jaw teeth, too) sunk into the Louisville Trading Area — *and that small area offers more sales than all the rest of Kentucky combined.* . . . In Kentucky, you can buy the productive area or you can buy "all outdoors". But us, we don't hear The Call of the Wild (Dog)!

LOUISVILLE'S
WAVE

5000 WATTS • 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

KMOX General Manager Wendell B. Campbell (second from l) shakes hands with Dr. Arthur H. Compton, chancellor of Washington U., St. Louis, and atomic research authority, upon completion of plans for two-year course in radio at the university. J. Soulard Johnson, KMOX public relations director (extreme l), will direct participation of station's Education Dept. in project, and Dean Willis H. Reals (second from r) will be in charge of instruction by KMOX personnel.

* * *

KMOX STAFFERS WILL BE COURSE INSTRUCTORS

KMOX STAFF MEMBERS will be the instructors in a two-year course in radio to be offered starting next fall at Washington U.'s University College, St. Louis. Classes will consist of one lecture and two laboratory periods each week, and the course will cover every phase of modern broadcasting except engineering, according to a joint announcement by Wendell B. Campbell, KMOX general manager, and Willis H. Reals, University College dean.

Juniors and seniors, particularly those with a foundation of freshman and sophomore courses in speech and journalism, will be eligible to take the course. A scholarship will be awarded annually by KMOX to the outstanding junior. It will cover tuition in the radio class for the senior year.

The laboratory phase of the instruction, to be conducted at KMOX, will include training in introductory and advanced radio writing designed to acquaint the student with markets and with the techniques of writing sustaining and commercial copy, dialogue, dramatic productions and musical programs. Lectures will cover the various operating departments of radio stations.

UN Information Freedom Meet Set for Spring '48

THE UNITED NATIONS Subcommission on Freedom of Information and of Press has voted to hold the World Conference on Freedom of Information in Europe during March or April of 1948. A final decision on the date was postponed pending approval of the secretariat. The conference site was not designated.

Work done at the conference will be summarized at a later session of the sub-commission, when recommendations will be made to the Human Rights Commission and Economic and Social Council in time for action by the General Assembly during its 1948 session. The 12-man sub-commission includes three members who have radio background as well as journalistic experience.

6 Station Transfers Get FCC Approval

Three of Six Authorized Involve Total of Nearly $100,000

THREE station transfers involving nearly $100,000 combined considerations have been approved by FCC. Three other no-money transfers also were granted.

WFIG Sumter, S. C., was given consent to transfer 80 shares (80%) from President J. Samuel Brody (55 of 59 shares), Vice President T. Douglass Youngblood (all five shares) and Ruth B. Brody (all 20 shares) for $57,062 to group of 18 local business and professional men. WFIG is assigned 1340 kc, 250 w.

FCC consented to acquisition of affirmative control by Sam E. Avey over Public Radio Corp., operator of KAKC and KAKC-FM Tulsa, Okla., through purchase of 125 shares (25%) for $12,500 from Ethel B. and Robert W. Kellough. KAKC is assigned 1 kw day on 1570 kc; KAKC-FM 94.9 mc.

WIGM Medford, Wis., was authorized assignment from George F. Meyer to Dairyland's Broadcasting Service Inc. for $30,000. Mr. Meyer is secretary and 20% owner of Dairyland which also owns WDLB Marshfield and other radio interests. Mr. Meyer will continue to manage WIGM, which operates on 1490 kc with 250 w.

Other transfer authorizations:

WSAY Rochester, N. Y. from Gordon P. Brown doing business as Brown Radio Service and Lab. to The Federal Broadcasting System Inc., 100% owned by Mr. Brown.

KLIZ Brainerd, Minn., from present partnership to new corporation owned by same parties.

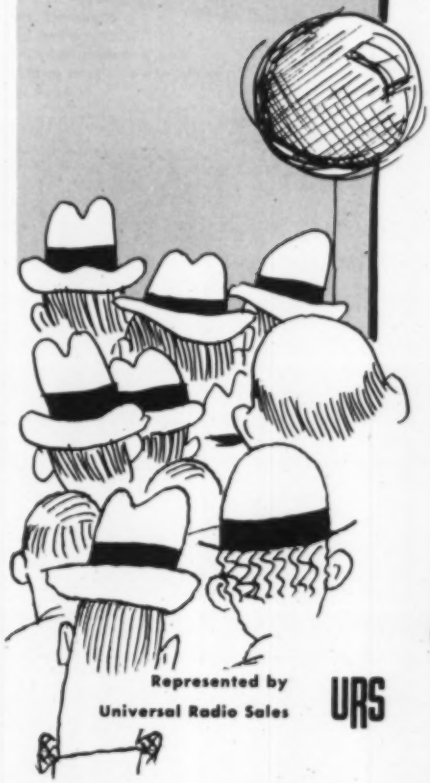
WDRC and WDRC-FM Hartford, Conn., from WDRC Inc. to The Connecticut Broadcasting Co., parent corporation of WDRC Inc. No change in ownership.

Ballyhoo?

You bet your life KSFO is "ballyhooed!" Call it promotion or showmanship if you will, but by any name it's *Paying Off* in fine fat dividends of *Extra* listeners for KSFO advertisers.

Yes sir, there is hardly a person in this great twin metropolitan area of San Francisco-Oakland who doesn't know all about KSFO music and mood programming...because KSFO ballyhoo tells him through *billboards, window displays, newspaper* and *magazine ads, movie trailers* and *direct mail.* And these people tune to KSFO's 560 as naturally as they reach in their own pockets.

And how is all this ballyhoo *paying off?* Here are the figures: 3 out of 4 Bay Area families reported through an impartial survey of 4,000 Bay Area radio homes, they remember and prefer KSFO programs to any other Bay Area independent station.



Represented by
Universal Radio Sales
URS

560 KSFO SAN FRANCISCO

NEW YORK • LOS ANGELES • CHICAGO • SEATTLE

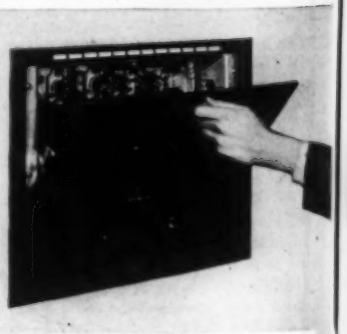
Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager

Whenever you have a broadcast equipment problem

Ask GENERAL ELECTRIC

● Look ahead with General Electric! Dimensions, styling and appearance of all G-E units are harmonious; circuits are coordinated and allow you to quickly block-build to higher power at minimum expense. General Electric equipment is *engineered for economy.*

Station Equipment—unmatched performance from 250 watts to 50-kw, AM or FM.



Audio Facilities—instant accessibility, complete flexibility to meet the most exacting demands.

GENERAL ELECTRIC IS AS NEAR AS YOUR TELEPHONE

ATLANTA 3, GA.
187 Spring Street, N. W.
Walnut 9767

BOSTON 1, MASS.
140 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915

CINCINNATI 2, OHIO
215 West Third St.
Parkway 3431

CLEVELAND 4, OHIO
4966 Woodland Avenue
Endicott 4464

DALLAS 2, TEX.
1801 North Lamar Street
Riverside 9121

DENVER 2, COLO.
650 17th Street
Keystone 7171

KANSAS CITY 6, MO.
106 West 14th Street
Victor 9745

LOS ANGELES 54, CAL.
212 No. Vignes Street
Madison 7381

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2341

NEW YORK 22, N. Y.
570 Lexington Avenue
Wickersham 2-1311

PHILADELPHIA 2, PA.
1405 Locust Street
Pennypacker 5-9000

SAN FRANCISCO 4, CAL.
235 Montgomery Street
Douglas 3740

SCHENECTADY, N. Y.
Building 267—Room 105
Schenectady 4-2211

SEATTLE 4, WASH.
710 Second Avenue
Main 7100

WASHINGTON 5, D. C.—806 15th Street, N. W.—Executive 3600

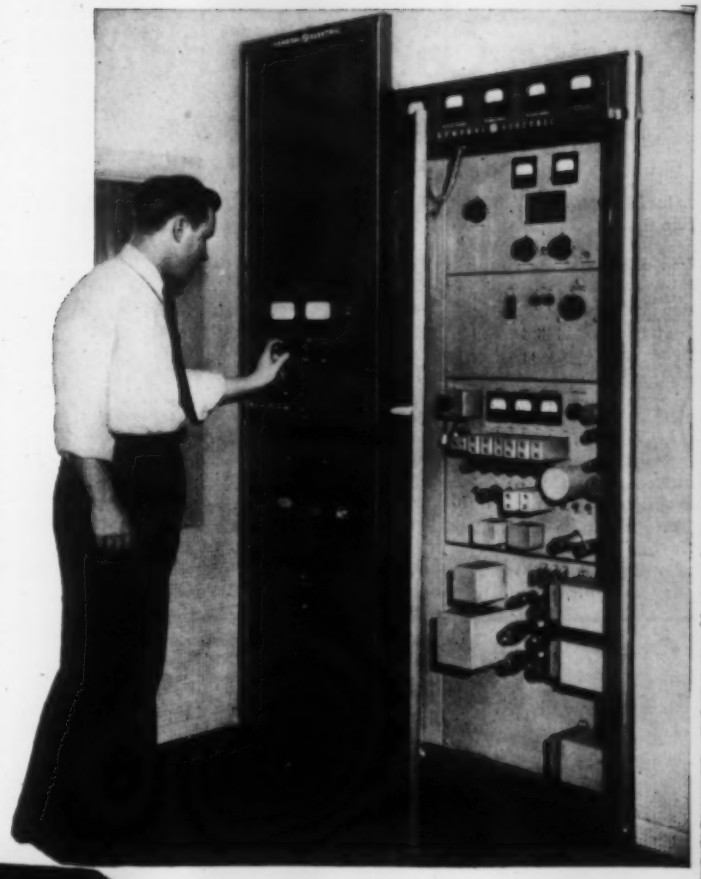
SYRACUSE 1, N. Y.—Syracuse 6-4411

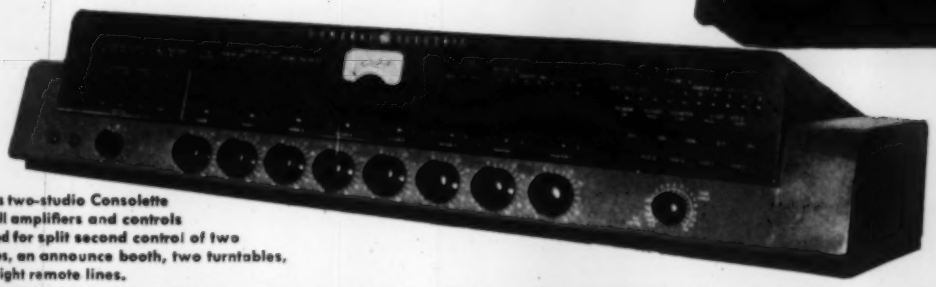
TOPS in performance, trim in appearance and featuring instant accessibility, General Electric broadcast equipment is being specified by progressive broadcasters everywhere. *More FM transmitters have been shipped by General Electric than by any other manufacturer.*

You will have easier maintenance and fewer outages with a General Electric FM transmitter. Highest quality construction, simplified design, fewer tubes, and fewer components result in lower cost-per-hour on the air.

In the studio, the new General Electric two-studio Consolette provides a compact, flexible, and economical speech-input control unit to meet the needs of every station.

Here is the 250-watt General Electric FM transmitter in operation—doing a job. It will do the same for you. When you plan to build or modernize, *specify G.E.*



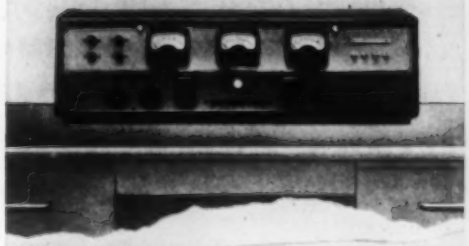


G.E.'s two-studio Consolette has all amplifiers and controls needed for split second control of two studios, an announce booth, two turntables, and eight remote lines.

***On the job* at WEAW-FM**

Mr. E. A. Wheeler, president of WEAW, Evanston, Ill., says: "General Electric quality equipment and prompt service are important when a small station undertakes independent commercial operation, and both have proved to be of value to us."

FM Station Monitor—one unit, for complete, continuous monitoring, plus proof-of-performance tests.



Transmitter Console—all major station functions centralized for instantaneous control.

Circular Antenna—provides high power gain, ease of installation and low wind loading.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

160-P4-4914

Revise Canada Radio Law, CAB Asks

Subsidized Competition And Power of CBC Blasted

COMPLETE OVERHAUL of Canadian radio legislation, establishment of an independent regulatory body responsible directly to Parliament and correction of present "subsidized competition" will be among recommendations made by Canadian Assn. of Broadcasters to the Parliamentary Radio Committee at Ottawa June 3.

Joseph Sedgwick, Toronto, CAB counsel, will tell the committee that the CAB represents 89 independently-owned Canadian broadcasting stations (there are 103 privately-owned stations in Canada). He points out that not only do these stations pay taxes, but also an annual license fee, which goes to their competitor and administrator of the Canadian Radio Act, the Canadian Broadcasting Corp.

The private stations, the committee will be told, spend $5,000,000 annually on salaries of some 2,500 people. In addition, private stations spend another $2,000,000 annually on artists and talent, and volume of their programs is many times greater than that of the government's system and commands large audiences, Mr. Sedgwick points out. Revenue is obtained solely from advertisers.

A detailed analysis of present radio legislation as it affects stations and future developments, including FM, television and facsimile, will be presented to the committee. It is pointed out that the CBC board of governors and general manager are appointed by the governor-in-council, the executive branch of the government, and that CBC under present legislation has full control of every broadcasting activity and power of life and death over stations while at the same time it is a subsidized competitor, with subsidy coming from government-collected listener license fees.

'Undemocratic Situation'

"We have come to ask you to correct an undemocratic situation," the CAB brief states, "that is capable of working an injustice on the Canadian people as a whole, as well as on the entire radio business. . . . When you see the facts, and get a chance to assess their possible consequences, you will see the necessity for overhaul of radio legislation in Canada to provide for: (1) an independent regulatory body responsible directly and solely to Parliament to insure that the listeners' interests are best being served, (2) the necessary machinery to enable it to function properly."

Technical reasons for revising legislation are presented in a clause-by-clause analysis of how CBC has control of FM for landlines for railways, telephone systems and telegraph companies and also has control of editorial opinion and news reports of newspapers using facsimile broadcasting. It is pointed out that CBC legislation is based on recommendations of the Aird Royal Commission of 1929 which was favorably impressed with the German broadcasting system then in vogue, several years before Hitler took control there.

Survey Cited

The Parliamentary Committee will be given facts on public attitude surveys made by Elliott-Haynes Research Institute, Toronto, which showed increasing public opinion in favor of private ownership of broadcasting in a steady swing to the right and away from government operation of business. Growing interest in civil rights and liberties also is shown.

A letter to the *London Times* by Sir F. W. Ogilvie director-general of the British Broadcasting Corp., 1938-42, emphasizing the disadvantages of monopoly control in broadcasting will be read to the committee. The letter points out that "freedom is choice, and monopoly of broadcasting is inevitably the negation of freedom, no matter how efficiently it is run, or how wise and kindly the boards or committees in charge of it."

The CAB brief states that at present "there is no legal right of freedom of speech on the air in Canada. Any government-of-the-day could constitutionally, legally and easily, prevent expression by radio of any opinion other than its own. The situation has arisen simply because such legislation was passed at various times, and frequently without awareness of what radio would grow into. No government has so far attempted

(*Continued on page 53*)

5,277th Performance

KFNF SHENANDOAH, Iowa's *Grab Bag Show* was presented for the 5,277th time 1-1:30 p.m. on May 19. KFNF, according to its manager, Frank Stubbs, believes the show is the oldest independently produced six-weekly live afternoon variety program on the air. Fourteen KFNF staff members participated in the 5,277th presentation. Show is sponsored on 52-week basis by Raven Sales Co., Council Bluffs, Iowa, manufacturers of Raven feeds.

5000 WATTS DAY . . . 1000 WATTS NIGHTS
KMLB
MONROE, LOUISIANA
KMLB has more listeners than all other stations combined in Northeastern Louisiana
For the third straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana THAN ALL OTHER STATIONS COMBINED!
Reach this $103,629,000 annual buying power with KMLB—the only radio facility clearly heard in this area!
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN Radio Sales
AFFILIATED WITH AMERICAN BROADCASTING CO., INC.
J. C. LINER, JR., Mgr.

One of a series. Facts on radio listening in the Intermountain West

BMB and HOOPER Are Two Different Measurements

In the Intermountain West BMB does not mean listeners—as these statistics show

CITY	SALT LAKE STATION A BMB Daytime	SALT LAKE STATION A Hooper* Daytime	IMN STATION BMB Daytime	IMN STATION Hooper* Daytime
Price, Utah	70%	8.5%	94%	90.4%
Rock Springs, Wyoming	64%	5.4%	92%	92.8%
Twin Falls, Idaho	69%	3.3%	X	25.1%
Idaho Falls, Idaho	65%	5.3%	98%	47.3%
Nampa-Caldwell, Idaho	18%	0%	93%	35.7%
Billings, Montana	10%	0%	X	33.7%
Casper, Wyoming	24%	0%	91%	48.1%
Sheridan, Wyoming	14%	0%	85%	59.8%
Powell, Wyoming	11%	0%	94%	51.2%
Miles City, Montana	12%	0%	92%	82.5%

Note that a high BMB does not necessarily indicate a high Hooper!

X—Not on air at time of BMB Survey

CITY	SALT LAKE STATION A BMB Nighttime	SALT LAKE STATION A Hooper* Nighttime	IMN STATION BMB Nighttime	IMN STATION Hooper* Nighttime
Billings, Montana	44%	Breakdown not available. All outside stations get 3.5%	X	23.0%
Casper, Wyoming	58%	Breakdown not available. All outside stations get 3.0%	75%	33.9%
Idaho Falls, Idaho	74%	8.2%	79%	45.2%
Nampa-Caldwell, Idaho	38%	2.8%	83%	24.5%
Twin Falls, Idaho	72 %	1.9%	X	15.5%

Note that a high BMB does not necessarily indicate a high Hooper!

X—Not on air at time of BMB Survey
*—Winter 1947 Hooper Survey

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell
KODI, Cody

MONTANA
KBMY, Billings
KRJF, Miles City
XXXX, Great Falls

KALL of Salt Lake City Key Station of the Intermountain Network and its MBS Affiliates

XXXX, Under Construction

NOW AVAILABLE!
Intermountain Empire News
1:00 p. m. Edition
WINTER HOOPER
11.0

This is only part of the Intermountain story. Ask Avery-Knodel for details.

THE New INTERMOUNTAIN NETWORK

MUTUAL

Concentrated Coverage where the people live

AVERY-KNODEL — National Representatives
New York — Chicago — Los Angeles — San Francisco — Atlanta

Book Tells of AT&T Role in Radio Field

New Volume by Banning Reviews History of Broadcasting

COMMERCIAL BROADCASTING PIONEER, by William Peck Banning. Harvard U. Press, Cambridge ($3.50), 306 pages.

AT A TIME when commercial broadcasting is being debated and defended, there appears William Peck Banning's new book, *Commercial Broadcasting Pioneer*, to tell the story of the broadcasting industry and the part played in its development by the American Telephone and Telegraph Co.

Book describes AT&T's belief in "toll broadcasting" and how the company tested it with the WEAF experiment from 1922-1926. It is probably difficult to imagine in this modern world of sponsors, agencies and networks, but there was real resistance by advertisers for some time, according to Mr. Banning, and it took plenty of selling and convincing before radio became an advertising media. This was especially true since there were two other schools of thought on the financing of radio—(1) to charge listeners a fee, as some countries have done, and (2) to have the set manufacturers pay the cost.

Well Qualified

Mr. Banning is well qualified to write about the pioneering developments of radio. He was with AT&T for 24 years, and at the time of his retirement in 1944 was assistant vice president in the field of public relations. He was originally assigned to write an unofficial history "for the information of Bell System personnel," but when it was completed the company decided it would be of public interest and helped to finance the publishing.

Commenting on conflicting claims as to who is the "father" of radio broadcasting, Mr. Banning says perhaps it was the telephone itself. Citing the growth of radio from the time of the Bell System's first experiments, he points out that by May 1, 1924, over 1,000 licenses had been issued and 576 were still in force. Of the latter, 371 were held by radio and electric companies, 60 by educational institutions, 27 by churches and YMCA's, and 19 by newspapers.

It was the telephone company's "technical experience, patent rights, financial resources, and unwavering spirit of investigation," says Mr. Banning, "which set the pattern for the future."

New Radio Textbook

A NEW TEXTBOOK on announcing and production, *Announcing for Radio*, will be out in early June, according to the distributor, University Radio Publications, Des Moines. The author is Bill Kilmer, staff announcer at WHO Des Moines.

DRIVING PILES for foundation of new towers and transmitter building of KFXM San Bernardino recently are community officials and station executives. Gathered (l to r): E. W. Lee, station co-owner; James E. Cunningham, mayor; Frank H. Mogle, chairman of San Bernardino county board of supervisors; J. C. Lee, station co-owner; George W. Ewing, chief engineer of KFXM.

Honesty Key to Advertising Success, Says Sarazan; Golden Ad Age Dawning

DELUSIONS IN ADVERTISING by Bert M. Sarazan. Progress Press, Washington, D. C. ($2.00), 89 pages.

THE COVER of Bert Sarazan's new book *Delusions in Advertising* depicts four undernourished Paul Webb mountaineers heaving tomatoes and taking pot shots with a rifle at a signboard shouting "Super-Colossal Sales!"

The illustration hits the theme right on the nose.

The head of his own Washington public relations firm and for 10 years public relations head of Washington's Hecht Co. department store, Mr. Sarazan throws several well-aimed tomatoes at the "super-colossal" brand of advertising.

"There is only one conclusion," he says after discussing unfulfilled promises of most ads, "that the one great element in public relations . . . and queerly enough, the one most frequently overlooked . . . is complete *honesty of statement*."

His premise is that ". . . confidence must be earned not by advertising—but *by doing!*"

Radio commercials are hit squarely in the chapter called "The Jackpot." "So far as cigarette advertising is concerned," he writes, "I strongly recommend more irritation in the cigarette and less in advertising."

After describing a human interest story told on a network program selling life insurance, Mr. Sarazan gets the following moral from the commercial: "If you want to make your family truly happy, buy yourself a $2,000 policy in Mutual Beneficial . . . pay one premium . . . and then *drop dead*."

Such ludicrous situations, overstatements, false claims, can be done away with, believes Mr. Sarazan, with the simple expedients of honesty and imagination, with which any good product can be sold.

Crowd Consciousness

"The ultimate objective of all advertising, of course, is to create crowd consciousness," he says. He cites the reality of such ficticious characters as Amos 'n' Andy and Fibber McGee and Molly, real to millions of people. "And because these programs could create that living organism in people's minds, they've earned their phenomenal and well-deserved increases in sales volume and public prestige. . . . Once established, these entities support the happy advertiser like a grown-up son. . . ."

In analyzing what makes a good ad click, the writer sets forth the odds the ad writer must overcome, and the way he can overcome them. He sees the golden age of advertising not passing, but "really just beginning to dawn."

Written with good humor and good sense, Bert Sarazan's *Delusions in Advertising* can be read in an hour, should be remembered indefinitely by anyone sitting down to write an ad. It is illustrated with sepia drawings by Paul Webb. Sample: Three mountaineers beneath a tree, looking at "Super Sales Catalogue." The caption quips," Good thing we can't read . . . damn thing must be full o' lies."

Dr. Dichter's Book

DR. ERNEST DICHTER, formerly psychological consultant to CBS and J. Sterling Getchell Co., has made use of the research studies he conducted for these and other companies in his book, *The Psychology of Everyday Living*. Volume deals "with everyday problems that confront us as individual consumers, advertisers, educators, average citizens," says the author in his introduction, which also points out that "true happiness depends largely on the little things of life—what we eat, the clothes we wear, our everyday activities."

WLBF, New Florida 250-w Station, Starts June 14

WLBF Leesburg, Fla., new full-time 250-w outlet on 1240 kc, will open concurrently with the city's annual Watermelon Festival on June 14 and will give extensive coverage to the event, Edward Browning Jr., recently appointed manager-program director of the station, announced last week.

The new station, operating as the Lake Broadcasting Co., lists the following officials: P. C. Gorman, president; W. G. Knowles, vice president, and W. E. Harkness, secretary-treasurer. Headed by Mr. Browning, the staff will consist of Carl B. DeLay, chief engineer; Marjorie Scarborough, announcer-operator in charge of copy and music; Herbert C. Leach, announcer-operator in charge of talent; Richard Preece Jr., announcer-operator; James B. Smith, technician-trainee-announcer, and Grace Girtman, secretary-receptionist.

Kobak Will Address AMA N. Y. Meeting

Prominent List of Speakers To Lead 3-Day Session

EDGAR KOBAK, Mutual president, will speak on "Putting Market Research to Work" at the tenth anniversary convention of American Marketing Assn., Scheduled for June 11-13 at New York's Hotel Commodore. Mr. Kobak will talk at the Thursday afternoon session on "Selling the American Consumer," with Elmo Roper, conductor of the *Fortune* Public Opinion Polls, as chairman. At the same session Don Francisco, vice president, J. Walter Thompson Co., will talk on "Advertising: Key to Continuing Production and Employment," and Howard Chase, public relations director, General Foods Corp., on "Human Relations Necessary for Business Survival."

Mr. Kobak

With an overall theme of "Marketing in Action," three-day session will open Wednesday noon with a talk on "Pricing the American Way" by Ernest Breech, executive vice president, Ford Motor Co. That afternoon, Earl Bunting, president, National Assn. of Manufacturers, will discuss "Marketing in Today's Economy"; Don Mitchel, president, Sylvania Electric Products, on "The Job Ahead of Us," and Harold W. Brightman, president, Lit Bros. of Philadelphia, on "The Price Situation in Merchandising."

Speakers at the Thursday morning session will be Victor Lebow, mail order authority, on "Our Changing Channels of Distribution"; Red Motley, president, Parade Publications, on "Let's Get Back to Selling"; Raymond Rubicam, chairman, Research Committee of Committee for Economic Development, on "Marketing Research for the Small Businessman." Edwin G. Nourse, chairman of President Truman's Council of Economic Advisors, will be the Thursday noon speaker.

Friday will be devoted to a series of discussion groups on various phases of marketing activity. Stephen Hall of Fuller & Smith & Ross will preside at the session on radio and television.

AMERICA'S FIRST COMMERCIAL 10-KW FM TRANSMITTER

now operating in the new FM band at "WELD", Columbus, Ohio

Another Achievement for FM BY FEDERAL!

Here's the new transmitter room at Station WELD, showing Federal's 10-KW FM transmitter. Full-length hinged doors give unhampered access from both front and rear—with minimum overall space requirements.

THE 10-KW Federal transmitter, now on the air at Station WELD, marks a new high in FM transmitter capacity—the first new-band commercial transmitter of its power to be installed in this country!

Station WELD wanted the utmost in power — the finest in FM quality. That meant FM by Federal! For the Frequematic* modulator — an exclusive Federal feature — assures the last word in fidelity and mean carrier stability. Simple all-electronic circuits with standard receiver tubes assure unsurpassed dependability and economy.

If you're considering a new FM station — or improving your present one — Federal's 38 years of research and experience are ready to serve you. For further information, write to Federal, Dept. B409, today.

*Trademark

KEEPING FEDERAL YEARS AHEAD... is IT&T's world-wide research and engineering organization, of which the Federal Telecommunication Laboratories, Nutley, N. J., is a unit.

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada: — Federal Electric Manufacturing Company, Ltd., Montreal.
Export Distributors: — International Standard Electric Corp., 67 Broad St., N. Y. C.

OPERATION

KRNT in Des Moines now leads all Iowa Stations in total amount of time under contract to any one Retail Advertiser!

KRNT

THE NEW U
contract d for

This is in

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Baseball w
college nd lov
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New Utica in D

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N BIG

HE EW UTICA — a big clothing store for men in a big, competitive, Iowa market — has just ac d for a full year's sponsorship of all sports broadcasts on KRNT in Des Moines.

Thi is in ***addition*** to the New Utica's 10 year sponsorship of the KRNT 10 p.m. news.

The new contract calls for one of the most comprehensive coverages of athletic events ever rta n by one advertiser, over one station — anytime, anyplace, anywhere.

Ba ball will be broadcast during the summer; college football in the fall; a full schedule of ge d Iowa high school basketball during the winter. The terms of this blanket agreement also de ack, ring, golf; everything sportswise.

Th e two contracts with KRNT — the 10 p.m. news and a full year of sports — make the Ut a in Des Moines the largest retail user of radio time in Iowa.

Of parallel significance — As a result of these contracts, KRNT is the Iowa station with the st lock of time under contract to any one retail advertiser.

Li the New Utica, you, too, can increase the rate of climb of your sales curve. You, too, lo some mighty profitable time on this station . . . ***initially or additionally.*** For partic-, a a Katz man about OPERATION BIG — KRNT, Des Moines.

OWLES STATION IN DES MOINES

Represented by THE KATZ AGENCY

Editorial

Legislation Crossroads

ANGUISHED tumult over certain provisions of the White Bill (S-1333 and HR-3595) surprises no one, least of all its author. Drafting of legislation affecting so complex and sensitive a field as radio is trouble *per se*.

It is inconceivable that the White Bill, as written, will become law. All difficult legislation results from compromise. That is why the legislative processes entail public hearings; why Senate and House conferees meet to reconcile differences; why the President has the veto power, why Congress can override a veto.

We feel Senator White could have achieved his ends by writing a three or four section bill, amending the existing law so the FCC forever would be precluded from regulating the programs or the business aspects of station operation. Tightening up of other sections to eliminate ambiguities might have been sufficient.

But Senator White thought otherwise. He had fathered all of the radio legislation written since radio became of age. He laboriously wrote a detailed bill. He explained what he thought that bill would accomplish. A reading of his section-by-section analysis shows clearly what he means to accomplish—and most of it must be regarded as aimed toward a freer and an uninhibited radio, less susceptible to FCC caprice. But a reading of the bill itself, published in full text in this issue, leads to the plaint that he has gone too far, notably in absorbing bodily the old White-Wheeler Bill provisions as to political broadcasting, discussion of public questions, and news labelling. There's no question about the severity of the proposed 25%-of-the-population coverage limitation upon owned or operated facilities as it applies to networks. There's too much public interest language interlarded with renewal of licenses in the bill, from where we sit.

There are contentions that the bill is shot-through with "sleepers." The networks attack the modified option-time provisions, which they argue would wreck them. The FCC (not for publication) screams the bill would make a messenger of its chairman, and would let radio go scot-free.

With all sides unhappy, it is evident that compromise is called for. It should be equally evident that Senator White didn't for a moment feel that his bill could become law as written. He isn't wedded to it. Nor can he commit his committee or the Senate, or the House committee or the House. Bills have been thrown into the hopper only to have all except the enacting clause lopped off, with the balance completely rewritten. Admittedly, there are good points to the White Bill. It needs overhauling, rewriting, pointing up.

This is not intended as a critique of the White Bill section-by-section. That is because we regard the measure simply a vehicle *toward* legislation. Senator White himself so regards it. Certainly Representative Wolverton, House sponsor, so views it. Members of his Interstate Commerce Committee express little concern over its provisions. They consider it merely framework into which legislation can be fitted.

Chairman White himself will head his five-man subcommittee. It is a strong committee. All of its members served on the 1943 subcommittee which considered the White-Wheeler Bill. That bill died when Chairman Wheeler and Senator White despaired of any agreement from the FCC, headed then by Chairman James Lawrence Fly, or from radio ranks.

It is a tough, tedious task to enact legislation correcting a law, however archaic, particularly when that law has been implemented by two decades of court opinions by which the FCC has been able to prove almost anything on either side of any issue.

It is a very simple thing to kill such legislation. The usual method is to force an impasse and let it die without action. That would delight the FCC, which then could move in on radio without restraint for another generation.

Which road fork will radio take?

Will it tackle the job courageously, logically, wisely? It means hard work, team work, incessant work until a new law, protecting radio's right to freedom beyond shadow of a doubt, has run the legislative gauntlet and has been signed by the President.

The other fork—the one with the legislative road-block— leads to the slow death that must come to a bound-and-gagged art that will have missed its chance to strike out for freedom.

Rubles for Radio

MOSCOW radio goes commercial!

We doubt whether that headline, in stud-horse type, appeared on the front page of *Izvestia*. Yet that startling news is tucked away in a short dispatch from Russia.

Or is it startling? Since the war's end a large number of Soviet journalists and commentators who, incidentally, are minions of the Foreign Office, have visited this country. They have heard American radio. They know how our public accepts radio by the *American Plan*. They have "adapted" many of our methods, so why not our radio?

We're not sanguine enough to believe that the Soviet radio now will go into private hands. That flies in the face of the communistic concept. That's why the party liners in this country, working with opposite numbers in officialdom (FCC not excluded), have consistently plumped for Government ownership here.

But to grab "private" dollars to help pay the freight, and perhaps buy or imitate those American-type programs, seems to be another matter. The United Press dispatch says that the Moscow radio has advised Russian business enterprises and educational institutions that their advertising would be "accepted" for broadcast on the Moscow City Radio Network (whatever that is) at rates "in accordance with an established tariff." Presumably they're going in only for institutional copy now, since the invitation was extended only to economic, and theatre enterprises, scientific and educational institutions and "other organizations."

Now that the Moscow radio has gone commercial, we imagine there'll be a change in the party line here. Perhaps they simply will shoot for "nationalization" along the lines of the Canadian system, where government competes with private industry, using the pick of the American network programs, and obviously the best of the physical assignments.

APROPOS the Muscovite capitulation, it's interesting to note that the CBC which is both the Canadian-owned broadcasting organization and the regulator of radio (like the FCC) is having financial troubles again and must sell more time or downgrade its sustainers. Inefficiency of Government in business must be the same everywhere. That incidentally, is the crux of the "Voice of America" budgetary problem. Private enterprise could do it twice as well for half as much. No one should know that lesson better than Assistant Secretary of State William Benton, a former ad agency head turned bureaucat.

Our Respects To—

ALBERT GEOFFREY WADE II

JEFF WADE was the bright young man who surprised a lot of people, including his father, by making his belief in a group of intellectual moppets pay off. The moppets were, of course, the *Quiz Kids*. But young Wade, now radio director of Wade Advertising Agency, Chicago, had to do some fast talking to convince his father of the prospective program's merit.

At that time, Jeff Wade was on the payroll as a copy-writer without much authority, and his father, Walter, was, and still is, executive vice president and active head of the agency. Jeff Wade's grandfather and namesake, Albert G., started the agency, and was directly responsible for the firm's first use of radio as early as 1930.

The first radio account at Wade was for a farm equipment company and Walter Wade himself wrote the commercials which were included on an early *Barn Dance* program on WLS Chicago.

But it was with the *Quiz Kids* that the third generation Wade really started his agency career. In 1940 Jimmy Parks and Lou Cowan, two other bright young men of the industry, approached Jeff Wade with an idea Mr. Cowan had conceived. Young Wade was sold, but it took him a little time to prevail upon his father to take the program to Charles S. Beardsley, then president and now chairman of the board of Miles Laboratories, and one of radio's best customers.

Mr. Beardsley, who had gambled earlier on the talent of an unknown blind pianist from England, Alec Templeton, listened gravely, made one suggestion (that the program title be changed to *Quiz Kids*) and told the three men to go ahead. The *Quiz Kids* moved into NBC as the summer replacement for the Templeton show and the War Bond earnings of Joel Kupperman, Robert Williams, Harve Fischman and a host of other junior brain-trusters began.

While 29-year-old Jeff Wade has had the rare opportunity of being able to have as an instructor on the art of advertising a man who is also his father, the relationship has meant no special favors. From the time he left Beloit College in 1937, he has had to prove himself for every job the agency has assigned to him. He broke into radio as a continuity writer for WLS where he learned the technique of serving the great American farm audience.

In 1939, when he joined the copy department at Wade he knew what kind of copy would appeal to farm listeners. And since Wade is

(*Continued on page 50*)

OUR RESPECTS TO

the Paul H. Raymer Co.

- for the highest four months national spot billing (January-April) in the history of WTAG.
- for consistently capable, intelligent and dignified representation of our station.
- for providing an adequate staff of trained personnel, centered in all important markets, to properly present our sales story to users of radio time.
- for their uniform representation fee for all stations, which shows no preference for one station over another and which enables them to provide a character of service in keeping with our own high standards of operation.

WTAG

WTAG-FM

WORCESTER

HOLLYWOOD'S AD CLUB NAMES NINE DIRECTORS

NINE DIRECTORS were elected by Hollywood Advertising Club this past week for terms varying from one to three years. Chosen for three-year terms were Robert J. McAndrews, Young and Rubicam Inc.; John Kemp, *Hollywood Shopping News;* David Glickman, BROADCASTING, Hollywood bureau manager.

Elected to two-year terms were Jack O'Mara, ABC; Harry W. Witt, CBS; Homer Griffith, radio station representative.

The club named the following to one-year terms: Helen Murray Hall, NBC; Henry Gerstenkorn, Mutual-Don Lee; Homer Boelter, lithographer.

Walter Van De Kamp, retiring club president and head of California Advertising Agency, automatically becomes a director.

Comr. Walker Back

FCC COMR. Paul A. Walker returned to his office May 20 for the first time since he suffered a broken blood vessel in the leg while attending the Oklahoma Radio Conference in Oklahoma City last March. He is reported recuperating satisfactorily but plans to be at his office intermittently at first, spending only a few hours at a time.

MAJOR OMER CLARK (center), representing General Omar Bradley, presents VA Certificates of Appreciation to network shows which devoted series to G.I. Insurance, at Washington's Press Club last Wednesday. Shown from left to right are Capt. Gerald Tate, Army Band; Albert L. Warner, MBS; William McAndrew, for NBC's *Chesterfield Supper Club;* Major Clark; Lt. Commdr. Charles Brendler, Navy Band; William Neal, for ABC's Walter Kiernan, and Richard Harkness, NBC.

Respects

(*Continued from page 48*)

probably the nation's largest farm advertising agency, his background has paid off in his role of radio director for such accounts as Miles, Murphy Products and the Quarrie Corp., a book publishing firm with a large rural circulation.

Because he has defective vision, he was rejected for military service but managed, by the simple expedient of joining the Office of War Information in 1943, to see much overseas service.

As chief of the radio section of OWI at Cairo, Egypt, Jeff Wade worked closely with the British in beaming Allied propaganda to the Balkans and the Middle East. His greatest thrill of the war, if not in a lifetime, was doing a Christmas Eve broadcast with NBC's Grant Parr from Palestine.

While serving in Cairo Mr. Wade met an attractive young nurse in the South African Air Force, Marie Lubke. Last January 13, Miss Lubke, from Durban, South Africa, became Mrs. Albert G. (Jeff) Wade II. The couple reside in Oak Park, where Jeff is teaching her golf.

As the third generation of the advertising Wades, he believes radio will play an even bigger role in modern advertising than it does today. Public service, employer-employe relations, education, all will become increasingly popular through the use of intelligently planned radio programs, he believes. Even the *Quiz Kids*, he points out, have done much to make school work popular with millions of children, not to mention their effect on adding to the knowledge of mamma and papa.

Jeff's social and fraternal associations are confined to TKE fraternity, the Oak Park Country Club and the Chicago Radio Management Club.

Prasse—Quinn

BERTHA PRASSE, secretary to Carleton D. Smith, general manager, WRC Washington, was married in Chicago May 24 to William Quinn, Washington restaurateur. Her matron of honor was Gladys Murphy Borras, executive secretary to F. M. (Scoop) Russell, NBC vice president in charge of Washington activities. Prior to coming to WRC in 1941, Miss Prasse was secretary to John J. Gillin Jr., president and general manager of WOW Omaha. The Quinns will reside in Washington.

TBA Accepts CBS

DIRECTORS of Television Broadcasters Assn., May 23 accepted CBS as active member with Lawrence W. Lowman, vice president in charge of television, and Leonard Hole, director of Plans Division, Television, as official CBS representatives to TBA.

Radio for Judge

BIT OF BANTER at a winter meeting of the NAB-RMA Liaison Committee bore fruit May 20 when Frederic J. Ball, representing Crosley Corp. in Washington, installed a new Crosley console in the office of NAB President Justin Miller, a gift from RMA. At the liaison meeting Ray C. Cosgrove, RMA president and Crosley manufacturing vice president, overheard a statement that NAB headquarters didn't have a good radio, and made a mental note of the deficiency. The new console includes FM, shortwave and record changer. It was installed in time for the NAB housewarming May 20. RMA, meanwhile, has two radios at its headquarters—both of late '20 vintage.

NBC Will Honor Its 20 And 30-Year Employes

INDUCTION of more than 70 NBC employes into the network's 10 and 20 Year Clubs will take place June 2 at a dinner at New York's Waldorf Astoria Hotel.

Niles Trammell, president of NBC, will make the principal address at the function. Dr. James Rowland Angell, NBC public service counsellor, will serve as toastmaster.

Frank Mullen, NBC executive vice president, will preside at the inductions into the club.

Employes of 20 years or more service are: Steere Mathew, traffic; William D. Bloxhan, manager of purchasing; William Burke Miller, television program editor; Joseph Kent, Hugh McGeachie, Ella Shell and Helen Walker, all of the controller's office; Gustave Bosler, James Gordon Strang, Granville Peers, Alfred Christopher, Andrew Waddell, Jens Wies, Alice Brazee, Henry Gabrielson and Charles Grey, all of engineering; William A. Clarke, administrative assistant to the vice president and chief engineer; Robert Sharpe, F. Melville Greene, sales service manager; Roy C. Witmer, vice president and assistant to the president; Marion Murray, program music; and Paul Dumont, production department.

Fifty employes will become members of the 10-Year Club.

"But, Pop—WFDF Flint said the Supreme Court decided against Child Labor."

WHBQ
MEMPHIS
e'll
elp
oom
uia-quias*
W. H. BEECUE
*Quia-Quia-the Cigar fish—sex Webster
• We've never seen a cigar fish, but if you have them, we know where you can sell them. Not only the usual everyday items but unusual things find acceptance when presented to WHBQ's large daily audience. Use WHBQ to get a good portion of the buying minded Memphis market at lowest cost.
• WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station.
—Memphis advertisers know Memphis media. Buy where they buy.
Call
RAMBEAU
New York • Chicago • Hollywood

Democrats Too Get Philadelphia Invite

Video Is Lure as City Attempts To Get Two Party Conventions

PHILADELPHIA is now angling for the Democratic National Convention [CLOSED CIRCUIT, May 5] and using its radio and television facilities as a major sales point. Television is understood to have been one of the factors which tipped the scale in GOP choice of the City of Brotherly Love for its convention site.

The formal bid for the Democratic Convention came May 16 when a delegation from Pennsylvania visited Gael Sullivan, executive director of the Democratic National Committee. The delegation assured Mr. Sullivan that Philadelphia would match all inducements held out to the GOP. One of the arguments set forth in favor of Philadelphia was its strategic position astride the coaxial television cable.

Another convincer, it is understood, will be an offer of a $200,000 check, identical sum proferred the GOP.

Philadelphia's location in the heart of the East's communication network could bring an estimated 38% of the national population to the ring-side of both conventions —unequaled publicity for both the city and the two parties, it was pointed out.

Conferees with Mr. Sullivan included Sen. Francis J. Myers (D-Pa.), Democratic National Committeeman from Pennsylvania; Mayor David L. Lawrence of Pittsburgh; Democratic City Chairman of Philadelphia Michael J. Bradley, and Albert M. Greenfield, chairman of the Tourist and Convention Bureau of the Philadelphia Chamber of Commerce.

To Manage KNOE

ROBERT W. DUMM, who has been program director at KXOA Sacramento, Calif., since his discharge as a lieutenant from the Navy in 1945, has been appointed general manager of KNOE, NBC affiliate in Monroe, La. Appointment was announced by James A. Noe, president and owner of KNOE, who also owns WNOE, Mutual outlet in New Orleans. Just before entering the Navy Mr. Dumm was program director for KWID, international shortwave station in San Francisco, and prior to that had been with KSFO San Francisco.

Frank Orsatti

FRANK ORSATTI, 53, veteran Hollywood talent agent, following a heart attack, died at his Santa Monica, Calif., home on May 19. Surviving are his father, Morris Orsatti; two sisters, Mrs. Estella Burress and Mrs. Carmen Cosgriff; and three brothers, Victor, Ernest and Alfred, all associated in the Orsatti Agency.

ANDREW
Semi-Flexible
COAXIAL CABLE

These are the famous Andrew semi-flexible coaxial cables in ⅜ and ⅞ inch diameters (shown in actual size). Because of their better construction and design they are used throughout the world by thousands of broadcast, police, government, and military radio stations as the most efficient device for connecting antenna to transmitter or receiver.

BETTER ON 3 COUNTS

√ LOWER loss than plastic 30% to 50% less loss than in plastic cables of same diameter.

√ GREATER power capacity Insulation does not melt or soften . . . develops less heat than plastic cables.

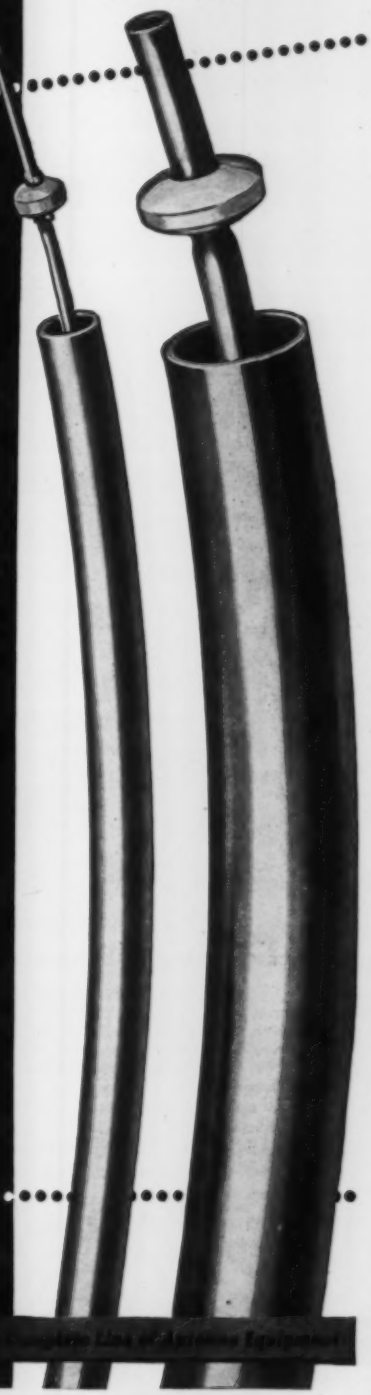
√ LONGER lasting Andrew cables are made entirely of copper and stone, two materials which have unlimited life and which impart the greatest resistance to crushing, corrosion and weathering.

ANDREW "FIRSTS" Here's proof of Andrew Leadership in the development of semi-flexible coaxial cables: 1) First to produce ⅜ and ⅞ inch soft temper cables in 100 foot lengths . . . 2) First to offer continuous coils of unlimited length with factory splicing . . . 3) First to offer lines shipped under pressure with all fittings attached.

Such continued leadership enables Andrew to offer *better* semi-flexible coaxial cables; cables that are better than those made from any other materials.

A complete line of coaxial cables, accessories, and other antenna equipment is produced by Andrew.

ANDREW CO.
363 E. 75th ST. • CHICAGO 19, ILL.



All these businesses have one thing in common

New fashions must get to stores *fast*. So the clothing industry is one of the largest users of Air Express. This business knows *speed pays*

Electros and engravings for magazines and newspapers are "hurry up" merchandise. So engravers, printers, and publishers make time with Air Express. *Speed pays.*

Speed is essential in the preservation of serums and medical supplies. To points overseas, International Air Express saves days in their delivery. *Speed pays.*

Speed pays in your business, too!

No U. S. point is more than hours away when you specify Air Express. Service is better than ever today, because planes are bigger and faster — with more flights available. The cost of this speedy, door-to-door service is *low*. Shipments of most any size and weight are inexpensive. For example: 13 lbs. goes 1000 miles for only $4.11. The speed of Air Express pays—so use it regularly.

- Low rates — special pick-up and delivery in principal U. S. towns and cities at no extra cost. • Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

AIR EXPRESS
AIR EXPRESS
GETS THERE FIRST

Write today for Schedule of Domestic and International Rates. Address Air Express Division, Railway Express Agency, 230 Park Ave., New York 17. Or ask at any Airline or Railway Express office. Air Express Division, Railway Express Agency, representing the Airlines of the United States.

PROMOTION

CAPITALIZING on call letters, WHBC Canton, Ohio, distributed promotional post card calling attention to "Push BC Week" (May 26-31) for BC Headache Powders. Card pictures station's character, "Good Neighbor Mike" with message: "It's a Natural, Good Neighbor Mike Tells and Sells. Some of your Best Customers buy BC and naturally they're moved to the point of purchase by constant reminders on the air. Listen for these catchy spots . . . It's a break for you—WHBC—with the emphasis on BC. . ." Lines across top and bottom of card carry call letters in light and bold face type—WHBC WHBC.

FM Letters

RADIO dealers and distributors throughout area have been sent letters by WFIL Philadelphia calling attention to Wednesday evening series of U. S. Army Band Concerts which began May 21. Letters point to the broadcasts as selling points to be used by dealers demonstrating FM to prospective buyers. The broadcasts, originating at Fort Myer, are aired from 8 to 8:30 p.m., height of the Wednesday evening buying hours in Philadelphia stores.

Anniversary Booklet

COLORFUL booklet commemorating 25th anniversary of station has been issued by CJCA Edmonton, Alta. Booklet describes the growth of the station over the quarter century and growth of Edmonton as a market over past 10 years. Cover of booklet is replica of an old-fashioned silver adorned family album.

Teen-Age Column

TOPICS of interest to teen-agers are featured in new weekly newspaper column prepared by WTAG Worcester, Mass. Purpose of column is to build teen-age audience and to bring members of WTAG Radio Club up-to-the-minute news of their organization's activities. Column appears in two local papers under pen-name of "Ginger."

FM Explained

TO HELP dispel some of the confusion which surrounds the subject of FM broadcasting, the radio division of Stewart-Warner Corp. has issued a new booklet explaining the new medium in simple terms. Booklet gives list of advantages and disadvantages of FM and is headed with slogan, "You Can Hear the Difference." Inside pages of booklet present pictures and discriptions of Stewart-Warner FM receiver sets.

Time Booklet

BOOKLET showing status of local time in every city in which an affiliate of any network is located has been distributed by MBS promotion department to advertisers and agencies throughout the country. The 16-page pamphlet covers all 48 states listed alphabetically with affiliate cities checked according to their time status during summer months.

Pamphlet Issued

PAMPHLET titled "Good Listening," featuring listing of the top programs heard on WNAC Boston and the Yankee Network, has been distributed by the Executive Committee of the New England Committee of Radio in Education to some 7,000 schools, educators and librarians. Highly recommended for all age groups were three Yankee Network Institute programs, *Journal of the Air*, *Medical Center of the Air*, and *American Bar Assn. Round Table Discussions.*

Guarded Promotion

AS PART of their parade of promotion, KYW Philadelphia has been devoting its lobby display case to exhibits of sponsor's products. Recent display contained enlargements of Schutter's "Old Nick" candy bars plus actual candy samples. During the night someone broke into the showcase and stole the candy bars. A new exhibit has been prepared for the lobby—a $35,000 collection of time pieces, courtesy of Time Watches—and a guard is now stationed in front of the showcase.

'Pattern for Progress'

EMPHASIZING the progressive planning of the station, latest promotional folder of WFIL Philadelphia, points to stations four features—AM, FM, television and facsimile. Cover of folder is sky background with illustration of listener looking up to station's four broadcast features. Slogan, "Pattern for Progress" runs across bottom of cover. Copy of folder states that WFIL is now a "complete radio service . . . . elements which will assure the success of your WFIL program. . . ."

Miniature Booklet

ANNOUNCING the first birthday of its advertising agency and sales counselling service, George G. Felt Agency, East Orange, N. J., has published a special booklet. Booklet is miniature size and agency plans to increase it each birthday until the booklet reaches full newspaper size. Done in two colors, miniature booklet presents data on all services offered by agency.

TUCSON TRIUMPH

KTUC Captures Western Spirit In Printed Matter

WITH RARE artistry of design and an imaginative use of western colors, KTUC Tucson has achieved an often-tried but seldom achieved feat—personality in all printed forms used by the station.

Letterheads, envelopes, checks, bills, personal cards, transcription identification discs, all papers used by KTUC, are printed in a combination of Spanish tile rose and sand color against a white background. The typewriter ribbon matches the rose of the printing; writing ink matches the sand-colored printed matter. The resulting effect is as easy on the eyes as an Arizona mesa at sunset.

New BMB Subscribers

BROADCAST Measurement Bureau has announced 116 subscribers to its 1948 survey of station audiences. They represent 63 cities in 29 states. The subscribers not previously announced were:

WAPI KUCB KFXJ WIOD WMOC WMLT WMAZ WJBC WCNT WTAD WHBF WIBC WOC WHO KGNO KFBI KSYL WLCS KCIL WPOR WSAR WLAW WJPR WJAG KOLT KSXP KSVP WELM WHCU WHAM WWNC WAYS WSOC WBIG WMFD KSJB WHBC WMRN WIZE WKBN KSWO KOIN WFIL WJAR WCSC WESC WKRM KGNC KIOX KFDM KXYZ KSAM KFRO KFYO KABC KTSA KVIC WCAX WARL WRNL WRVA WDBJ KWSC KHQ WKNA WKWK WMLO.

No $5 Shadow

WHISKERS are cheaper than fines when Nevada celebrates its annual Helldorado in May, and these four disc m.c.'s of KBNE Boulder City have taken precautions to avoid the penalties awaiting un-bearded gents—confinement in the Kangaroo jail and a $5 fine. L to r (standing): Roy Rockstrom, Kenny Taylor and Freddie Young, and (seated) Guil Jones.

CAB Asks

(*Continued from page 42*)

to interfere on a very large scale with freedom of speech on the air, and the full implications of existing laws have thus passed without notice. The important point is that freedom of speech does not exist on the air in Canada as a matter of established right or law. That it may be permitted in some measure by the tolerance of existing regulating bodies is a dangerous situation. It should be established as a matter of right and statute; not as a matter of 'grace'."

Details of CBC Power

Details of arbitrary power over stations in Canada by the government are given, including international negotiations at which CBC is an advisor but private stations are not represented or consulted beforehand. "It is the opinion of many independent broadcasters that most of the 'give' by Canadian authorities (at these international negotiations) has been on channels which are not primarily interesting to the CBC, while the 'take' has been on channels in which they are deeply concerned. Many of our members feel that their position in any negotiations for power increases or frequency changes are not pushed with the same effort that the FCC authorities give to similar requests from American citizens."

Development of television and facsimile has lagged in Canada, the brief states, because the CBC is not yet operating such stations and is unwilling to license independent stations to do so. For some time a few independent stations have been ready to proceed with experimental television and facsimile stations, the brief continues.

The CAB says further that CBC is "becoming increasingly commercial, increasingly and more aggressively competitive. In addition to competition for advertising revenue, which is the only source of revenue, the life blood of independent stations, the government's CBC and the independent stations compete for audience."

In reviewing the various radio acts, CAB points out that independent station licenses can be cancelled without cause, hearing or right of appeal by the cabinet minister in charge of CBC, without compensation for loss of license and livelihood, and only with compensation for depreciated value of equipment; that the government can take over any independent station at any time and that its staff must then work for the government; that any government department can ask any station to carry any messages without compensation; that CBC dictates payments to independent stations on networks which it alone can operate; that CBC has power of arbitrary limitation of, and control over, advertising to be carried by stations, thus controlling revenue of stations; that CBC has authority to designate programs to be broadcast and controls character of all programs; that CBC general manager has final and binding word on simultaneous use of mechanical reproductions.

Closed Meetings

In dealing with practices of the CBC, the independent stations declare that CBC exercises its wide statutory powers and determines many matters of far-reaching importance to the public at meetings held without public notice of time or place or matters to be dealt with, and from which public and press are excluded. The CBC renders decisions without findings of fact or statement of reasons so that its decisions on occasions appear to be purely arbitrary, the CAB brief says.

As a solution the CAB recommends (1) overhaul of broadcasting legislation to establish a charter under which publicly-owned and independent commercial stations can expand, prosper and serve; (2) appointment of an independent licensing and regulatory body appointed by and directly responsible to Parliament with power to license and regulate all radio in Canada; (3) continuation of CBC as a national broadcasting system without power to regulate its competitors; (4) equality of independent commercial stations and CBC under proposed independent licensing and regulatory body; (5) establishment of freedom of speech on the air as a matter of right.

L. A. Agency Builds

LOCKWOOD - SHACKELFORD Adv. last week announced plans for a new $100,000 building to house its Los Angeles office. The building, expected to be completed by June 1948, will be located at the northwest corner of Beverly Blvd. and Westlake St. Radio offices, however, will remain in Hollywood.

BMI *Pin-up Sheet*

Hit Tunes for June

(On Transcriptions)

ILLUSION (Pemora)

LANG-WORTH—Chuck Foster
MacGREGOR—Barclay Allen
" Henry King
STANDARD—Leighton Noble
WORLD—Jose Morand
" Russ Morgan
THESAURUS—George Wright

IT MIGHT HAVE BEEN A DIFFERENT STORY (Campbell-Porgie)

ASSOCIATED—George Towne
LANG-WORTH—Chuck Foster
" Four Knights
" Randy Brooks
THESAURUS—Novatime Trio
CAPITOL—Gene Krupa
MacGREGOR—Barclay Allen
WORLD—Eddy Howard
STANDARD—Leighton Noble

IT TAKES TIME (London)

CAPITOL—Buddy Cole
LANG-WORTH—Four Knights
" Randy Brooks
WORLD—Eddy Howard
MacGREGOR—Barclay Allen
STANDARD—Connie Haines
THESAURUS—Sweetwood Serenaders

I WONDER WHO'S KISSING HER NOW (Marks)

THESAURUS—Music Hall Varieties
STANDARD—Claude Sweeten
ASSOCIATED—George Towne
WORLD—Frankie Froeba
LANG-WORTH—Chuck Foster

MANAGUA, NICARAGUA (Encore)

CAPITOL—Jan Garber
STANDARD—Freddy Martin
ASSOCIATED—Elliot Lawrence
WORLD—Arthur Smith
THESAURUS—Jumpin' Jacks
MacGREGOR—Dick Peterson
LANG-WORTH—Chuck Foster

MY ADOBE HACIENDA (Peer)

MacGREGOR—Sunshine Girls
" Barclay Allen
" Henry King
WORLD—Eddy Howard
THESAURUS—Novatime Trio
STANDARD—Curt Massey
" Leighton Noble
ASSOCIATED—Hank D'Amico
LANG-WORTH—Chuck Foster
CAPITOL—Jan Garber

MY PRETTY GIRL (Republic)

CAPITOL—Jan Garber
" Del Porter
WORLD—Russ Morgan
STANDARD—Orrin Tucker
" Lawrence Welk
MacGREGOR—Barclay Allen
LANG-WORTH—Randy Brooks

THAT'S HOW MUCH I LOVE YOU (Vogue)

CAPITOL—Hal Derwin
LANG-WORTH—Randy Brooks
MacGREGOR—Barclay Allen
STANDARD—Jack Fina

THERE'S THAT LONELY FEELING AGAIN (Mellin)

THESAURUS—Music of Manhattan
LANG-WORTH—Chuck Foster
WORLD—Russ Morgan
ASSOCIATED—Art Mooney

UNLESS IT CAN HAPPEN WITH YOU (Stevens)

LANG-WORTH—Chuck Foster
WORLD—Russ Morgan
THESAURUS—Novatime Trio
STANDARD—Leighton Noble
CAPITOL—Hal Derwin
MacGREGOR—Eddie Skrivanek
" Henry King
ASSOCIATED—Mindy Carson

WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)

ASSOCIATED—Elliot Lawrence
LANG-WORTH—Rhythm Five
" Randy Brooks
THESAURUS—Novatime Trio
MacGREGOR—Barclay Allen
" Eddie Skrivanek
" Henry King
WORLD—Charlie Spivak
" Les Brown
STANDARD—Freddy Martin
" Dave Street
" Leighton Noble
CAPITOL—Hal Derwin

YOU DON'T LEARN THAT IN SCHOOL (Vanguard)

LANG-WORTH—Four Knights
" Blue Barron
" Randy Brooks
WORLD—Les Brown
STANDARD—Hal McIntyre
CAPITOL—Billy Butterfield

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

PROGRAMS

TO PROMOTE continued listening to station and to provide interesting quiz show, new audience participation program titled "Were You Listening" has been started by WOAI San Antonio. Members of studio audience are asked questions concerning programs, sponsors, spots, etc., heard during the week on WOAI. For correct answers, merchandising prizes of all types are awarded. All questions tie in with products given away and are based on local and network shows heard over station, making it necessary to have listened to WOAI for answers. Also there is a weekly grand prize given to listening audience for letters to station answering similar questions.

Children's Stories

DESIGNED for children between the ages of 7 and 12, new series titled "Ellie, Tell A Story" has been started on WQQW Washington. Aired Sat. 5:30-5:55 p.m., show is conducted by Eleanor Livingston who presents stories adapted from folklore tales, old legends and stories of general interest to children. Appropriate American folk music is used as background for stories.

WWDC Contest

STUDENTS from all high schools in metropolitan Washington are eligible to compete in contest being conducted by WWDC that city, to pick amateur record emcees to appear on new series titled "Teen Disc Jockies." Three students from different schools appear on show each Saturday at 11:15 a.m. They pick their own records and do their own writing for introductions to each song. Listeners are requested to send in votes for their choice of best "Disc Jockey." The student selected each week from the Saturday program, makes a return appearance at WWDC on Thursday at 7 p.m. when he acts as m.c. for a half-hour program.

Crime Discussion

BASED on true criminal investigation and detection, new series titled "Racket-busters Roundtable" started May 29 on WHN New York. Bill Slater is moderator of program which features group of outstanding peace officers in roundtable discussion. Series will present such experts as Burton Turkus, former Kings County assistant district attorney, George Foster, former federal man and county police officer, and Anthony Marzio, lawyer and former associate of Governor Dewey. Series is aired Thurs. 8-8:30 p.m.

Spring Feature

SPRING HIGHLIGHT of "Top of the Morning" show, heard daily on WTMJ Milwaukee, is the giving away of packets of gourd seeds to listeners on request. Gordon Thomas, m.c. of show, has been giving gourd seeds to listeners each spring for five years. In the fall, he holds a gourd contest at WTMJ, in which listeners enter their prize gourds. Mr. Thomas reports nearly 10,000 requests for seeds so far this year.

'Hubbub Club'

AUDIENCE participation show with absolutely no applause is unique feature of "Hubbub Club" program heard on NBC Pacific network, Mon.-Fri. 4 p.m. To replace applause, small mallets are provided to each person in the audience to bang as long and hard as he desires. Half-hour variety show is composed of questions, prizes, interviews and gag performanced for participants, and is conducted by Jack Gregson, as the "Big Hub."

Farm Problems

PROBLEMS of farmers and possible solutions are discussed on "The Farm Forum" program heard Mon.-Sat. on WOHS Shelby, N. C. Hugh Dover, WOHS farm editor, visits with farmers in area, discussing farmers problems. These problems are aired on "The Farm Forum" with requests for other farmers who have solved the same problems to pass on the information. Mr. Dover also presents interviews with county farm agents, and others in agricultural field.

'Train of Tomorrow'

TO INFORM listeners of newest advances in scientific design, engineering and construction skill, special program will be aired June 3 on WJR Detroit. Broadcast will be recorded during initial run from Lansing to Detroit of General Motors streamline "Train of Tomorrow" and will be aired on WJR the same evening from 9:45 to 10 p.m. Bud Guest, WJR special events director, will handle broadcast, describing unique features of new train as well as interviewing some of the personalities aboard for the special test run.

Junior Fashion News

FASHION news especially for teenagers, career information and how to start a teen club are features to be discussed on new "Junior Women's World" program to begin June 4 on KVOO Tulsa, and WKY Oklahoma City. Aired each week day at 11:30 a.m., show will be conducted by Julie Bennell, commentator on "Woman's World" program on same stations. Series will run through summer months, ending with contest for best letters from listeners describing their favorite feature or "Junior Woman's World."

Explains Insurance

TO INFORM citizens of benefits to be derived from Old-Age Insurance, new public interest series titled "Social Security" will start June 7 on WBBM Chicago. Presented in cooperation with Federal Government, series will be broadcast each Saturday in June, 3:30-3:45 p.m. (CDT). Format calls for descriptions of actual case histories taken from files of Social Security Board's regional offices in Chicago. Officials of Social Security Administration will conduct the series and will answer questions from listeners concerning problems in connection with Old-Age Insurance.

Education Problems Aired

CLASSROOM and extra curricular activities of schools in Montgomery County, Pa., are discussed on "WNAR's School Room of the Air," new program aired on WNAR Norristown, Pa. Each community in county is given a week's program so that public can understand problems teachers are faced with and how they are met. Both students and teachers participate in programs which are arranged under supervision of Ed Tucker, WNAR program director.

Local News

DESIGNED to give Houston's citizens a better understanding of the city's past, present and future, 15-minute program titled "Houston Speaks" is presented on KTRH that city, Sat. 9:30 p.m. Features of show include Houston's news headline of the week, colorful and significant bits of city's past and an outline of Houston of tomorrow, mingled with musical entertainment.

State Senate Reports

DISCUSSIONS of personalities involved in controversial issues which develop during the week in the Massachusetts Senate and House of Representatives are aired on new series, "This Week in the State House," over WLAW Lawrence, Mass. Aired Sat. 7:30 p.m., program features state political persons prominent in field of weekly subject to be discussed.

Press Analysis

CRITICAL analysis of newspapers, press associations and magazines is presented on new series, "CBS Views the Press," which was launched on WCBS New York, May 31. Program is aired only on CBS New York outlet, WCBS, and features Don Hollenbeck as commentator. Edward R. Murrow, CBS vice president and director of public affairs, said that CBS believes that "mutual criticism will benefit" both press and radio since the freedom of one is inseparable from the freedom of the other. Program is aired Sat. 6:15-6:30 p.m.

School Quiz

SCHOOL TYPE quiz show titled "Little Red School House" is latest feature of KLZ Denver. Format of audience participation show allows contestant merchandise prizes each time he answers a question, moving each participant from "grade to grade" until he graduates at the sixth question. End of show brings "scholarship award" question which pays $50 in cash. Aired Mon. 10:30 p.m., show is sponsored by local firm, Kortz-Lee Jewelry Store through Ted Levy Agency, Denver.

4 Winners in Orchestral Works Contest Named

THE FOUR WINNERS of the second annual $2,000 prize competition for orchestral compositions, sponsored by Broadcast Music Inc. and conducted for members of the American Composers Alliance, have been announced by a board of judges including Chalmers Clifton, Paul Hindemith, Dr. Randall Thompson and Stefan Wolpe.

Ulysses Kay, who won a grant from the American Academy of Arts and Letters earlier this month, received his sixth major musical award since he left the U. S. Navy last year. His composition, "Suite for Orchestra," earned him BMI's first prize of $700 in the Class A Division for orchestral compositions. Irving Schlein received first prize of $500 in the Class B Division for works of shorter length.

Second prize of $500 in Class A was awarded to Godfrey Turner, and Ellis Kohs received the second prize of $300 in Class B.

Offer News Program

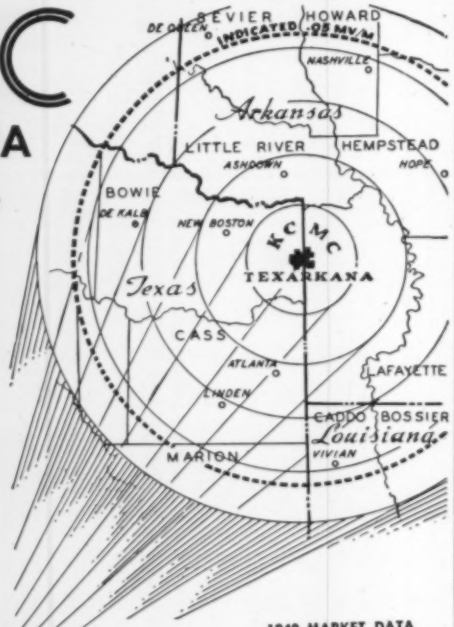
THE CBS *Bill Henry and the News* program is being offered for sponsorship on a cooperative basis to most of the CBS stations not included among the 67 which carry the program under sponsorship of Johns-Manville Corp., Mon.-Fri., 8:55-9 p.m. Only one sponsor is permitted per broadcast to stations selling the show on a cooperative basis, but it is possible for one firm to sponsor the program Mondays, Wednesdays, Fridays, or any other combination. Delayed broadcasts are not permitted.

KCMC

TEXARKANA U. S. A.

• AMERICAN and • KCMC-FM

Texarkana is a major distributing point to 359,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.



1940 MARKET DATA
0.5MV/M

Population	239,330
Families	61,103
Radio Homes	34,385
Retail Sales	36,835,000
No. of Retail Stores	2,302

(1940 Market Data)

KCMC and KCMC FM INC., TEXARKANA, U. S. A. FRANK O. MYERS, Manager

National Representatives

TAYLOR-HOWE-SNOWDEN Radio Sales

CANADA'S FOURTH MARKET

WINNIPEG

A "MUST" BUY

CKRC

630 KC. NOW 5000 KW.

REPRESENTATIVE: WEED & CO.

THERE WERE smiles all around as the Cott Beverage Co. began sponsorship of *The Barry Wood Show* three times weekly on WELI New Haven, Conn. Shown seated are WELI General Manager Richard W. Davis, John Cott of the Cott Beverage Co., and standing, Ed Schweitzer, WELI sales manager, and Barry Wood.

Talent Unions Committee Sends TV Questionnaire

ALFRED HARDING, of Equity, talent unions' joint television committee secretary, said that a subcommittee headed by Vinton Haworth is circulating a questionnaire among members of the AAAA unions asking for details of their video employment, amount and distribution of work currently available in television, and the rates of payment and working conditions in this new field. When the survey has been completed the sub-committee will submit its report to the full committee for use in drafting contract proposals for submission to television broadcasters and other employers of video talent.

The joint committee of AFRA, Actors Equity, Screen Actors Guild and other members of the Associated Actors and Artists of America, parent organization of all AFL talent unions except AFM, has not met for some weeks, according to Mr. Harding.

NOW 5000 WATTS

KTFI
TWIN FALLS · IDAHO
WEED & CO., Representatives

AM-FM-Television Battle for Listeners To Decide Radio's Fate, McCluer Says

AN NBC CENTRAL Division executive went on record Thursday that AM broadcasting had about reached its peak in earnings and, he said, the future of broadcasting will be decided by the struggle for listeners among AM, FM, and television.

Paul McCluer, NBC Central Division sales manager, speaking before the student body of Roosevelt College Radio Workshop as a member of a panel on "The Future of Radio," said that of the three media, television held an advantage in the coming battle. "It has potentially the most to offer in the public interest," he said.

Regarding radio in general, Mr. McCluer declared the medium must be ever cognizant of its responsibility to operate in the public interest and that both its "strength and weakness lie in that responsibility."

Reinald Werrenrath, publicity director of WBKB, Chicago's lone video station, pointed out that television leaders still had to circumvent the problem of getting and maintaining listenership during the daytime hours, and that "television still requires 100% attention" to be effectively enjoyed. Mr. Werrenrath declared that a tieup, by means of coaxial cable, between Chicago and the East Coast was forecast by the end of the year, and that AT&T had prophesied a coast-to-coast video network within five years.

Greatest Medium

George Jennings, director of Radio Council, Chicago Board of Education, emphasized that "radio is the greatest medium and means of communication in the world," and that it was essential that it be used for educational purposes. He pointed out that 55% of American adults never got beyond the eighth grade in school.

Panel of guest speakers included Harlow P. Roberts, newly-elected vice president of Chicago Federated Advertising Club, who is associated with Goodkind, Joice and Morgan, advertising agency, as well as Mr. McCluer, Mr. Werrenrath, Mr. Jennings, and Judith Waller, public service director of NBC Central Division, who presided as chairman.

Audience Computer

HAL PHILLIPS, KTOK Oklahoma City employe, reports that he has developed an electronic device called "Radio Set Use Computer" for measuring the size of radio audiences. He says it can be installed in a mobile unit and when the unit passes a point where a receiver is operating the station to which the radio is tuned and the time and location can be recorded. Application for letters patent on the invention has been filed, Mr. Phillips says.

RYAN URGES PROGRAM, PRESS DEPT. LIAISON

MUCH OF THE CRITICISM of radio editors could be avoided by better liaison between station program and press departments, Jack Ryan, NBC Central Division Press Dept. manager, told 50 representatives of 34 Midwest NBC affiliates attending a three-day program and production managers' conference in Chicago late last month.

While conceding that criticism of program content was the responsibility of program departments, Mr. Ryan said in many instances there was a "woeful lack" of cooperation and understanding between program and press departments within stations.

He urged that stations assign one or more persons to the job of providing their local radio editors with up-to-date program changes and information on their local program activities.

Clarence L. Menser, NBC vice president in charge of programs, repeated comments made earlier at a similar meeting in New York of affiliates of NBC's Eastern Division. He said the basic responsibility of a program manager is to make sure his programs are welded into the overall picture, with careful attention to local problems and interests. He urged program managers not to let personal prejudices or preferences influence their selection of entertainment.

BUILDS SAFETY
KPO Gives Time to Help Reduce Accident Toll

JOHN W. ELWOOD, KPO San Francisco general manager, has announced a month-long campaign by his station to reduce the toll of household, highway and industrial accidents.

In addition to giving safety tips, KPO's programs are vying with each other in raising funds for the National Safety Council, which is currently seeking to expand its membership. All of KPO's public service spot announcements during May are being devoted to the safety campaign, Mr. Elwood said.

New Subscribers to NBC Syndicated Shows Listed

MARKETING of several NBC syndicated programs and sale of network's Thesaurus Library service to seven more subscribers have been announced by Frank Chizzini, manager of NBC Chicago Radio Recording Division.

New Thesaurus subscribers are WLBC Muncie, Ind., KDSI Deadwood, S. D., KRON Fremont, Neb., WBBZ Ponca City, Okla., KIJU Huron, S. D., KDMO Carthage, Mo., and WCSI Columbus, Ind.

Also ordered were: an NBC package of 15 syndicated programs by WCSI, 117 quarter-hour programs featuring Art Van Damme quartet by WJOB Hammond, and 260 five-minute mystery programs by KELO Sioux Falls, S. D.

"IBCing you" . . . in INDIANAPOLIS

"P.M. Party" Rates a Hearty Ovation in Hoosierland

After eleven solid months of five fun-fests a week, WIBC's post-noon participating show—"P.M. Party"—is still making good use of the studio S.R.O. shingle and pyramiding in popularity with the ever-growing WIBC stay-at-home audience. Heard Monday through Friday from 2:15 to 2:55 p.m., "P.M. Party" features such high-octane talent as Tenor Dave Hamilton, Organist Joe Clauser and the studio orchestra, with Emcee Gene Kelly handling the quick quips and awarding prizes to participants. For full details on how "P.M. Party" can best be used to elevate your Indiana sales standing, see your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station

● **YOU NEED**

Only two types of PLUG-IN amplifiers...Type 116-A as a pre-amplifier or booster...Type 117-A as a program amplifier, monitor, or booster.

Only two types of tubes, 1620's and 6V6GT's.

● **YOU SAVE**

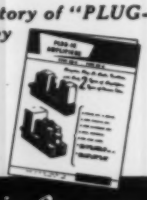
By conserving rack space.

By simplified maintenance... Just PLUG-IN a spare amplifier should trouble occur.

● **YOU HAVE QUALITY**

These amplifiers are built to the Langevin standard of high quality performance...They exceed the FCC specifications for FM.

The complete story of "PLUG-IN Amplifiers by Langevin" is ready for you now in booklet form... write for it today.



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SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

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LOS ANGELES 1000 N. Seward St. 38

ACTIONS OF THE FCC

MAY 23 TO MAY 28

CP-construction permit | **ant.-antenna** | **cond.-condition(s)**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
ST-studio-transmitter | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**

May 23 Decisions . . .

BY THE COMMISSION

Announced that engineering conference to consider technical problems inherent in utilization of frequencies between 42 and 88 mc will be held June 10 and 11. Discussion will concern allocation of frequencies to non-Government services.

BY A BOARD

License Renewal

KFWB Los Angeles—Granted renewal of license for period ending May 1, 1950.

WCSH and Aux., Portland, Me.—Same.

WFMD Frederick, Md.—Same.

Harvey Radio Labs. Inc., Cambridge, Mass.—Granted renewal of license W1XHR for period ending May 1, 1948.

Courier-Journal and Louisville Times Co., Louisville, Ky.—Same W9XEK.

Gates Radio Co., Quincy, Ill.—Same W9XLZ.

WABF New York—Granted renewal of license for period ending June 1, 1948.

WBBM-FM Chicago.—Same.

WCBS-FM New York—Same.

WDLM Chicago—Same.

WGFM Schenectady, N. Y.—Same.

WPEN-FM Philadelphia—Same.

WBZ-FM Boston—Same.

WBZA-FM Springfield, Mass.—Same.

WTMJ-FM Milwaukee, Wis.—Granted renewal of license for regular period.

Modification of License

WHBF Rock Island, Ill.—Granted mod. license to change from directional to non-directional operation during D hours.

BY COMMISSIONER HYDE

Walter L. Read, Petaluma, Calif.—Granted petition for waiver of rules and accepted petitioner's appearance in re application.

Tri-City Bcstg. Co., Bellaire, Ohio—Granted petition for leave to amend its application to specify 1290 kc instead of 1050 kc, and for removal from hearing docket. Amendment was accepted and application as amended removed from docket.

Arlington-Fairfax Bcstg. Co. Inc., Arlington, Va.—Granted petition for leave to amend its application to supply engineering information.

KWKH Shreveport, La.—Granted petition for waiver of rules and accepted petitioner's written appearance in re oral argument upon applications of Syndicate Theatres Inc. and Universal Bcstg. Co. Inc.

WHLS Port Huron, Mich.—Commission, on its own motion, continued hearing on application from May 26 to July 23.

John B. Quinn, et al, Lincoln, Neb.—Denied petition for leave to intervene in hearing upon application of Capital Bcstg. Co.

KOIN Portland, Ore.—Granted petition for leave to intervene in hearing on application of KAKC.

Arecibo Bcstg. Co. Inc., Arecibo, P. R.—Granted petition for leave to amend application to specify 1420 kc 1 kw unl. instead of 1190 kc 250 w unl. Amendment was accepted, and application as amended removed from hearing docket.

Southeastern Bcstg. System, East Point, Ga.—Denied petition for leave to amend application to specify 1260 kc with 250 w D, instead of 1490 kc 250 w unl.

WHP Harrisburg, Pa.—Granted petition for leave to intervene in hearing on application of Foundation Co. of Washington.

WLEU Erie, Pa.—Granted petition for leave to intervene in hearing upon applications of Western Reserve Bcstg. Co. and Civic Bcstrs. Inc.

WDEL Inc., Tri-State Bcstg. Co. Inc., et al, Wilmington, Del.—Granted petition for continuance of consolidated hearing from May 26 to June 9, at Washington.

Lake County Bcstrs., Eustis, Fla.—Granted petition for leave to amend its application to add to application supplementary engineering statement.

KIFI et al, Idaho Falls, Idaho—Granted petition for continuance of consolidated hearing presently scheduled for June 2 and continued same to June 30.

KSAN San Francisco—Granted petition for extension of time for filing exceptions to proposed decision, and time was extended to and including June 11.

May 23 Applications . . .

ACCEPTED FOR FILING

FM—99.5 mc

WDEL Inc., Wilmington, Del.—CP new FM station on 44,500 kc—AMENDED: to change frequency to channel 258, 99.5 mc, change type trans., trans. site, specify ERP 15,300 w and makes changes in ant. system.

Modification of CP

WPDQ Jacksonville, Fla.—Mod. CP as mod. which authorized change in frequency, install new DA-N and new ground system, for extension of completion date.

AM—750 kc

Frankfort Bcstg. Co. Inc., Frankfort, Ind.—CP new standard station 750 kc 250 w D.

Modification of CP

WFBR-FM Baltimore—Mod. CP which authorized new FM station, for extension of completion date.

AM—1450 kc

WIBM Jackson, Mich.—CP install new vertical ant. and mount FM ant. on AM tower, and to change trans. location.

License for CP

KGGM Albuquerque, N. M.—License to cover CP as mod., which authorized change frequency, increase power, install new trans. and DA-N and change trans. location and authority to determine power by direct measurement of operating power.

Modification of CP

WFSS Long Island, N. Y.—Mod. CP as mod., which authorized new FM station, to change type station from Class A to Class B; frequency to plus or minus 98 mc; type trans.; ERP to 3 kw; ant. height above average terrain to 513 ft; make changes in ant. and change commencement and completion dates.

AM—1400 kc

WSLB Ogdenburg, N. Y.—CP install new vertical ant. and mount FM ant. on AM tower.

Modification of CP

WDNC-FM Durham, N. C.—Mod. CP as mod., which authorized new FM station, to change ERP to 35.9 kw and make changes in ant. system; change commencement and completion dates.

WKNS Kinston, N. C.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location, and specify studio location.

FM—98.9 mc

Keystone Bcstg. Corp., Harrisburg, Pa.—CP new FM station on 44,700 kc—AMENDED: to change frequency to channel 255, 98.9 mc, change type trans., trans. site, specify ERP 4.4 kw and make changes in ant. system.

Modification of CP

WNJD Meadville, Pa.—Mod. CP as mod. which authorized new FM station, for extension of completion date.

WKST New Castle, Pa.—Mod. CP which

Monkey Business

MONKEYSHINES are again in evidence at North Airport, Iola, Kan., thanks to WIBW Topeka. All was gloom at the airport a few weeks ago when "Socko", pet monkey belonging to the manager, disappeared one day. WIBW's Elmer Curtis broadcast a "Come home, Socko, all is forgiven" appeal next morning. The wandering simian was picked up by a truck driver on the highway a short time later and returned to his bereaved owner at the airport.

4000 Letters A Month

64,190 Letters in 16 Months

WGY Schenectady, N. Y.

GENERAL ELECTRIC

BROADCASTING • Telecasting

authorized changes in vertical ant. and to mount FM ant. on AM tower, for extension of completion date.

WKST-FM New Castle, Pa.—Mod. CP which authorized new FM station, for extension of completion date.

FM—94.5 mc

Reading Bcstg. Co., Reading, Pa.—CP new FM station on 48.1 mc—AMENDED: to change frequency to channel 233, 94.5 mc, change type trans., trans. site, ERP from 630 w to 16.2 kw and make changes in ant. system.

FM—Unassigned

The Sayre Printing Co., Sayre, Pa.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 270 w.

FM—100.5 mc

York Bcstg. Co., York, Pa.—CP new FM station on 45,100 kc—AMENDED: to change frequency to channel 263, 100.5 mc, change type trans., specify ERP as 13 kw and make changes in ant. system.

Modification of CP

WNAX Yankton, S. D.—Mod. CP which authorized installation of new trans., for extension of completion date.

Remote Pickup

Billy Averitte Laurie, area of Jacksonville, Tex.—CP new remote pickup station on 1622, 2058, 2150, 2790 kc, 15 w, emission A3 and hours in accordance with Sec. 4.403.

AM—1590 kc

WLOW Norfolk, Va.—Authority to determine operating power by direct measurement of ant. power.

Tendered for Filing

AM—1310 kc

KFKA Greeley, Col.—CP change frequency from 910 kc to 1310 kc, change hours from sharing time with KPOF to unl., install new trans. and DA-N and change trans. location.

Assignment of License, CP

WLAK Lakeland, Fla.—Consent to assignment of license and CP to Lakeland Bcstg. Corp.

AM—1250 kc

The Helm Coal Co., York, Pa.—CP standard station 1250 kc 1 kw D.

New FCC Hours

OFFICE HOURS of FCC today, June 2, change to 8:30 a. m. to 5 p. m. (EDST) from former 9:15 a. m. to 5:45 p. m. Commission is open Monday through Friday excepting legal holidays.

AM—1170 kc

Peninsula Bcstg. Corp., Hampton, Va.—CP new standard station 1170 kc 250 w D.

Modification of CP

KFRM Concordia, Kan.—CP to specify main studio location, using 5 kw DA.

AM—1080 kc

The Lancaster Bcstg. Co., Lancaster, Ohio—CP new standard station 1080 kc 250 w D.

May 26 Decisions . . .

Extended to and including June 16 final date for submitting of comments re proposed changes in rules and regulations governing operation of certain licensed stations by unlicensed personnel.

May 27 Decisions . . .

BY THE COMMISSION

Commission on its own motion continued hearing on promulgation of rules and regulations and standards of good engineering practice concerning daytime skywave transmissions of standard stations from June 2 to June 4.

May 27 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KLOX-FM San Jose, Calif.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

License for CP

WTRR Sanford, Fla.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

Eurith Dickinson Rivers Jr., Decatur, Ga.—CP new FM station (Class A) on frequency to be assigned by FCC, ERP of 600 w and ant. height above average terrain 309.5 ft.

Modification of CP

WCIL-FM Carbondale, Ill.—CP, as mod., which authorized new station, for extension of commencement and completion dates.

License for CP

KAYX Waterloo, Iowa—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1340 kc

WLEX Lexington, Ky.—Authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

Louise C. Carlson, New Orleans—CP new FM station (Class B) on frequency to be assigned by FCC, ERP 4.96 kw and ant. height above average terrain 227 ft.

Modification of CP

KWNO-FM Winona, Minn.—Mod. CP which authorized new FM station, for extension of completion date.

FM—Unassigned

Board of Education of the Ctiy of St. Louis—CP new noncommercial educational station on 42,500 kc 3 kw emission special and unl. AMENDED to change type trans. frequency to any frequency between 88 and 108 mc, trans. location and make changes in ant. system.

FM—99.5 mc

Cortland Bcstg. Co. Inc., Cortland, N. Y.—CP new FM station (Class B) on Channel 258, 99.5 mc ERP 28.24 kw and ant. height above average terrain 723 ft.

Modification of CP

WFRC Reidsville, N. C.—Mod. CP, as mod., which authorized new standard station, to change type of trans.

WCOY Harrisburg, Pa.—Mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

WPAY-FM Portsmouth, Ohio—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

WTPR Paris, Tenn.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KPET Lamesa, Tex.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KOMO-FM Seattle, Wash.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

AM—1340 kc

WEPM Martinsburg, W. Va.—Authority to determine operating power by direct measurement of ant. power.

AM—1230 kc

Alvin E. O'Konski, Merrill, Wis.—CP new standard station 1230 kc 250 w unl. AMENDED to change trans. and studio locations.

SSA—1590 kc

KSJO San Jose, Calif.—Special service authorization to operate on 1590 kc unl. 1 kw-D and 250 w-N for period ending in no event later than Aug. 31.

AM—840 kc

Bay Cities Radio Corp., Santa Monica, Calif.—CP new standard station 890 kc 1 kw D. AMENDED to change frequency to 840 kc, power to 5 kw D, change type trans.

Assignment of License

WNOC Norwick, Conn.—Voluntary assignment of license to H. Ross Perkins tr/as Norwich Bcstg. Co.

AM—1540 kc

Dale S. Crowley, Washington, D. C.—CP new standard station 1540 kc 1 kw D. (Amendment re trans. location dated 4-29-47 withdrawn 5-13-47).

AM—790 kc

Robert W. Rounsaville, Buckhead, Ga.—CP new standard station 1120 kc 1 kw D. AMENDED to change frequency to 790 kc.

AM—1280 kc

State Bcstg. Co., Macon, Ga.—CP new standard station 1130 kc 1 kw D. AMENDED to change frequency from 1130 to 1280 kc.

Modification of CP

Collinson-Wingate Bcstg Co., Topeka, Kan.—Mod. CP which authorized new standard station, for approval of ant., to

(*Continued on page 58*)

get listenership UP... noise level DOWN with the *DYNAMIC NOISE SUPPRESSOR

TYPE 910-A

Needle scratch, bass rumble and all other surface noises are almost completely eliminated in broadcast musical recordings by the *Dynamic Noise Suppressor . . . and *without* noticeably altering musical quality. The result is a new kind of *realistic* reproduction that is building greater audiences for stations equipped with this device.

The controlling factor is an electronic "gate" circuit that automatically, instantaneously and continuously adapts the amplifier band width of the record player to the musical range being reproduced . . . eliminating both high and low frequency noises.

The *Dynamic Noise Suppressor is the product of more than 15 years of research and testing by its inventor, Hermon Hosmer Scott. It is gaining wide use in both A. M. and F. M. broadcast stations . . . and in radio-phonographs. Send for descriptive folder and prices today.

* Licensed under Hermon Hosmer Scott patents pending.

Engineering Representatives:
Chicago: 1024 Superior Street, Oak Park 37, Illinois. Phone: VIllage 9245
Hollywood: 623 Guaranty Building, Hollywood 28, California. Phone: HOllywood 5111

TECHNOLOGY INSTRUMENT CORP.
WALTHAM 54, MASS.

Top off your FM station with a *Western Electric* Clover-Leaf Antenna

To give your listeners all the advantages of FM, you'll want to put your programs on the air with Western Electric's high efficiency 54A Clover-Leaf antenna.

Rugged and dependable, the 54A is easy to install and maintain, and provides a full 50 KW capacity. More and more FM broadcasters are picking this efficient antenna for their new stations.

Your nearest Graybar Broadcast Equipment Representative will be glad to give you more details—or, if you prefer, write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

Survey Shows Standard Stations Doubled Since War's End; FM Proportion Higher

SURVEY of station grants last week showed that almost as many standard outlets have been authorized by FCC since the end of the war as there were in existence during the wartime freeze. The proportion is vastly greater for FM, while television, although expanded, still lacks momentum sufficient to meet the pace of the other services.

There are 1,223 AM stations licensed, 499 holding construction permits and 706 applications pending (of which 418 are in hearing). On Jan. 1, 1942, there were 923 AM stations authorized. This was boosted to 931 licensed and 24 with CPs as of June 30, 1945, just before the end of the war.

On Aug. 7, 1945, when the freeze ended, the AM figure was 936 licensed and 25 with CPs. The upswing is noted during the next year with a June 30, 1946, report showing 961 licensed and 254 holding CPs.

On Feb. 7, 1947, at the start of the expediting procedure, the AM count was up to 1099 licensed and 461 with CPs. During the three month period ending May 1 FCC issued 158 new CPs, most of which came in the very last portion of the time.

At present there are 48 licensed FM stations and 782 initial authorizations. Of the latter, 544 constitute CPs while the rest are conditional grants. However, there are some 200 FM outlets now on the air. On Jan. 1, 1942, only four FMs were licensed. At this time 56 held CPs, including 14 which held CPs but were operating commercially under special temporary authorizations to use former experimental facilities.

At termination of the war freeze, Aug. 7, 1945, there were some 600 FM applications pending. By June 30, 1946, the count was 55 operating, 556 initial CPs or conditional grants and 250 applications pending. Some 48 FMs operated during the war.

Six Video Outlets

On Jan. 1, 1942, there was but one television station licensed. Three commercial CPs were outstanding at this time and the count also included 34 experimental video outlets. FCC states six TV stations operated during the war. On Aug. 7, 1945, 158 TV applications were recorded pending but of these 80 subsequently withdrew, many stating desire to await Commission policy regarding the CBS color system. There presently are six licensed commercial video outlets, 59 holding CPs and nine applications pending. Three of the requests are in hearing.

The tally last week for noncommercial educational FM outlets was six licensed, 29 with CPs and 14 applications pending.

FCC Actions

(*Continued from page 57*)

Applications Cont.:

change type trans., approval of trans. location and to change studio location.

Modification of License

KSTP St. Paul, Minn.—Mod. license to change main studio location from Minneapolis (present location of aux. studio).

Modification of CP

WINS New York—Mod. CP, as mod., which authorized change in frequency, increase power, change hours operation, install new trans. and DA, for extension of completion date.

Transfer of Control

WGAT Utica, N. Y.—Voluntary assignment of license to J. Eric Williams tr/as Central Bcstg. Co.

AM—930 kc

Surety Bcstg. Co., Charlotte, N. C.—CP new standard station 930 kc 1 kw-N 5 kw-D DA-N and unl. hours of operation.

AM—640 kc

WNAD Norman, Okla.—CP install new vertical ant. and mount FM ant. on No. 1 tower, install new trans., and change trans. location.

AM—670 kc

Aiken-Augusta Bcstg. Co., Aiken, S. C—CP new standard station 1020 kc 1 kw D. AMENDED to change frequency to 670 kc.

Modification of CP

WJMB Florence, S. C.—Mod. CP, as mod., which authorized new standard station, to change type trans.

AM—860 kc

Randall County Bcstg. Co., Canyon, Tex.—CP new standard station 870 kc 250 w D. AMENDED to change frequency to 860 kc.

AM—1430 kc

Eastland County Bcstg. Co., Eastland, Tex.—CP new standard station 1430 kc 500 w D. AMENDED to change name of applicant from Robert W. Chapman and Manning L. Trammell, partnership d/b as Eastland County Bcstg. Co. to Robert W. Chapman and Manning L. Trammell, partnership d/b as Stephens County Bcstg. Co.; change trans. and studio locations.

AM—790 kc

Samuel L. Stephens Sr., Brigham City, Utah—CP new standard station 1100 kc 250 w D. AMENDED to change frequency from 1100 to 790 kc.

Modification of CP

WEXT Milwaukee—Mod. CP which authorized new standard station, to change type trans. for approval of ant. and trans. location and to specify studio location.

License Renewal

Applications for license renewal following AM stations: KIUP KREO KVRS WBNY WBTM WDAR.

APPLICATION DISMISSED

Modification of CP

WDUL Superior, Wis.—Mod. CP to change ERP to 80.1 kw and to make changes in ant. system. Dismissed May 21 per request attorney, letter May 13.

License Renewal

Applications filed for license renewal following AM stations: WEST WFNS WLLH WNEX WRAK WSAU.

TENDERED FOR FILING

AM—1290 kc

Gilroy Bcstg. Co. Inc., Gilroy, Calif.—CP new standard station 1290 kc 1 kw D.

AM—1330 kc

Bert Williamson, Martinez, Calif.—CP new standard station 1330 kc 250 w D.

AM—960 kc

Cosmopolitan Bcstg. Co., Los Angeles—CP new standard station 960 kc 250 w specified hours N operation.

AM—1240 kc

Melbourne Bcstg. Corp., Melbourne, Fla.—CP new standard station 1240 kc 250 w unl.

Assignment of License

WLNA Laconia, N. H.—Consent to assignment of license to Northern Bcstg. Corp.

Modification of License

WHOM Jersey City, N. J.—Mod. license to move main studio location.

Modification of CP

WNAO Raleigh, N. C.—Mod. CP change proposed trans. location and modify DA to permit incorporation of FM radiator on one of towers of DA, operating with 5 kw unl. and DA-N 850 kc.

KSEL Lubbock, Tex.—Mod. CP to make changes in DA and approval of trans., operating with 500 w N 1 kw D unl. DA-N.

(*Continued on page 73*)

A 26 WEEK course in technique of broadcasting is being offered employees of WOR New York by station every Wed. 7-9 p.m. Complete study covering FM, television, problems and techniques of programming, script writing, engineering, recording, research, etc., is offered to WOR staffers in its studio.

PITTSBURGH'S POWER-FULL INDEPENDENT

(IT'S THE FREQUENCY 730 THAT DOES IT)

WPIT SERVES 5,000,000 PEOPLE

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Managing Director

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WSLI
JACKSON MISSISSIPPI

AN INNING . . .
but whose?

Here's the pitch—WSLI is giving a play-by-play report of the hometown team's games for the first time. That's our inning. And, WSLI is going into 5000 Watts day and night, soon—a lot of new listeners will be tuning in for the best in radio. That's your inning! Play ball with the station that's pitching—WSLI!

AMERICAN BROADCASTING COMPANY

WEED & COMPANY
NATIONAL REPRESENTATIVES

MANAGEMENT

WILLIAM J. DUNN, former CBS war correspondent, has joined Manila Broadcasting Co. owner of KZRH Manila, P. I., as executive vice president. Mr. Dunn has had almost 25 years of experience in radio, news, advertising and public relations and was responsible for setting up domestic news department of CBS, where he remained for 10 years, including his war experiences.

WALT GAINES, former manager of WLOG Logan, W. Va., has been named manager of WMOC Covington, Ga.

EDGAR KOBAK, MBS president, will receive honorary Doctor of Laws degree from Missouri Valley College, Marshall, Mo., at school's commencement exercises June 2.

EDWARD R. MURROW, CBS vice president and director of public affairs, has been appointed chairman of program committee of New York Radio Executives Club for the 1947-48 season.

ROBERT LEAHY, assistant chief of Broadcast Div., accounting department of FCC, Washington, has been elected commander of District Dept. of American Veterans of World War II.

LEWIS ALLEN WEISS, vice president and general manager of Don Lee Broadcasting System, will attend MBS Board meeting in Chicago June 11-12, departing from Hollywood June 5. **WILLET BROWN,** vice president and assistant general manager, will also attend meetings.

R. H. MASON, general manager of WPTF Raleigh, N. C., has been elected president of Raleigh Ad Club.

IRVING R. ROGERS, president and treasurer of WLAW Lawrence, Mass., and publisher of Lawrence Eagle-Tribune, has been elected to board of governors of New England Daily Newspaper Assn.

WGBS Honored

BECAUSE of the outstanding promotion efforts of WGBS Miami in behalf of the Naval Reserve Recruiting Campaign, the Navy has awarded the station the World War II Victory Medal, the first awarded in Florida. WGBS Sports Editor Bob Lyle received the Medal in recognition of his work for the campaign.

NBC has secured exclusive video rights to the 35th Davis Cup Challenge Rounds, first to be played in this country since 1939, at Forest Hills, L. I., Aug. 30-Sept. 1.

DAYTON HOST TO ABC'S CENTRAL UNIT MEETING

ABC EXECUTIVES, headed by Mark Woods, president of the network, met in Dayton, Ohio, with affiliated stations in ABC's central group on May 27. Meeting was called by J. P. Williams of WING Dayton, who represents the ABC stations in that area on the network's Stations Planning and Advisory Committee.

ABC officials who attended were: John H. Norton Jr., ABC vice president in charge of stations; Ivor Kenway, director of advertising and promotion for the network; Ernest L. Jahncke, manager of station relations for ABC's Eastern Division, and Otto Brandt of ABC's Stations Dept. Also attending were representatives of ABC's affiliated stations in Michigan, Ohio, Indiana, West Virginia and Kentucky.

The series of meetings which ABC executives have been holding with affiliated stations across the country are designed to give network officials first-hand knowledge of the problems of the individual affiliates and acquaint the stations more fully with network plans and developments.

Dr. Ayres Is Judge

DR. HARRY MORGAN AYRES, Dean of the School of General Studies and director of the summer session at Columbia U., New York, will head the board of judges for the H. P. Davis National Memorial announcers awards, it was announced last week as the 1947 competition opened for the 15th consecutive year. Notice of the competition, which is open to regular staff announcers of all independent stations affiliated with NBC, went out last week. The 1947 winner will be announced this fall.

Radio Copy Lecture

A LECTURE on the technique of writing effective radio advertising copy was featured on second day's sessions of the Allied Stores advertising clinic held in New York May 26-27. The speaker was Walt Dennis, director of radio and television for Allied, which operates a chain of 72 department stores throughout the U. S. Most of the firm's advertising executives and copy writers attended the clinic.

Teaches Announcers

WAZL HAZLETON, Pa., announcers have completed a 26-week course in English, microphone technique, cosmopolitan English, speech delivery, dramatics and the science of phonetics, compliments of the station management. The course was directed by George Winterstein, dramatic, voice and diction instructor at Marywood College, Scranton, Pa., who has been engaged by several eastern stations to train their personnel.

Indian Broadcasts

SATURDAY afternoon news broadcasts in the Navajo language have been launched by KGAK Gallup, N. M., for the area's large Indian population. Gallup is the trade center of vast Indian reservations, of which the Navajo is the largest. News items of special interest to Indians are supplied to KGAK by the Indian agency at Window Rock and by other sources close to Indian affairs. Following each newscast KGAK airs a talk, also in the Navajo tongue by a Navajo active in tribal affairs.

Sportscasters Elect

TED HUSING, WHN New York record m. c. and former CBS sports director, was elected president of the Sports Broadcasting Assn., New York Chapter, at a meeting in New York May 26. Marty Glickman, WHN sports director, was elected vice president, Guy Lebow, WHN sportscaster, was elected second vice president, Andy Lang of Press Assn. was voted treasurer and Joe Hasel, ABC sportscaster, was named secretary.

Why does Quaker Oats depend on spot radio programs?

ASK YOUR JOHN BLAIR MAN

Offices in Chicago
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Use WRNL in Richmond...

Here . . . in a market of continual growth, WRNL offers the enterprising advertiser a lasting return on each advertising dollar.

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EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

MARTIN BLOCK

Now ON WARNER BROS.

10 TO 1 P. M. DAILY

KFWB

980 ON YOUR DIAL

WHO Entertains in N. Y. For Agency Radio Group

WHO DES MOINES was host to about 100 agency radio executives last Tuesday at a luncheon at New York's Waldorf-Astoria. Herb Plambeck, WHO farm service director, described the station's soil conservation campaign and introduced a color sound film of the WHO Fourth Annual Corn Belt Plowing Match and Soil Conservation Day for which station received the duPont award for 1946. Event will be repeated this fall, Mr. Plambeck said.

Jones Scovern of Free & Peters, national sales representative for WHO, was toastmaster at the luncheon, at which Paul A. Loyet, WHO vice president, also spoke briefly.

MARY SULLIVAN (second from r), gets congratulations and best wishes from her sponsor, Carter Products Inc., as she starts her second year as ABC's *Policewoman*. A party in her honor at New York's Tough Club drew the above well-wishers (l to r): Robert E. Kintner, executive vice president, ABC; Edward F. Hudson, vice president, Ted Bates Inc.; Mrs. Grace Lagay, daughter of Mrs. Sullivan and only woman hotel detective in New York; Mark Woods, president, ABC; Mrs. Sullivan, and John B. Erickson, representing Carter Products Inc.

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* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 13,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

Commercial

DAN HOSKINS, formerly with WCOV Montgomery, Ala., and WAGA Atlanta, Ga., has been named sales manager of WMOC Covington, Ga.

DON D. CAMPBELL, commercial representative of WBRC Birmingham, Ala., has been elected president of Birmingham Aero Club.

CHARLOTTE CHAMBERLAIN, secretary to J. L. VAN VOLKENBURG, CBS general sales manager, has announced her engagement to Roman O. Ketterer.

RICHARD E. GREEN, manager of national sales and sales service at KOMO Seattle, has been appointed chairman in charge of radio sessions at Adv. Assn. of the West's convention at Sun Valley, Idaho, week of June 22.

PAUL (Luke) ELLIOTT salesman for KRNT Des Moines, has been elected president of Des Moines Ad. Club.

LEE WHYTE, formerly of WGAT Utica, N. Y., has joined sales staff of WRNY and WRNY-FM Rochester, N. Y. He also does announcing.

HARRIET RICHARDS, member of KALL Salt Lake City continuity department, has been transferred to head traffic department. EDITH WORTHEN has joined KALL bookkeeping department.

WILLIAM F. LUCEY, business manager of WLAW Lawrence, Mass., and with Lawrence Eagle-Tribune in similar capacity, has been elected vice president of New England Daily Newspaper Assn.

GEORGE BARBER, commercial manager of WKIX Columbia, S. C., and national director of South Carolina Junior Chamber of Commerce, has been awarded U. S. Jaycees' "100% Ribbon."

HELEN ANDERSON, manager of spot sales service in ABC Central Division, resigned May 31. She is succeeded by

MELVIN HALES, sales representative of WHBC Canton, Ohio, is the father of a boy, Meredith Leigh.

JACK BRUMBACK, manager of CBS spot sales San Francisco office, is in New York for conference and month tour of network owned and operated stations.

J. G. FISHER, former supervisor of ABC Central Division guest relations department.

BEN DITTMER, formerly with NBC Latin-American operations, has joined sales staff of Horace N. Stovin & Co., Toronto, station representative.

HENRY G. BARRINGER, member of sales staff of WPEN Philadelphia, has resigned to become classified advertising manager of New York Journal of Commerce.

VINC ELLIOTT, for past year Hollywood freelance writer-producer, and prior to that with Smith, Bull & McCreery Adv., has joined KOCS Ontario, Calif., as account executive.

JOHN S. ROBINS, assistant commercial manager of WMFJ Daytona Beach, Fla., has been elected commander of Chapter 6 of Disabled American Veterans.

Nielsen Index

THREE NETWORKS (ABC, CBS, NBC,) three stations (WGN WLW, WOR), 20 agencies and 15 advertisers make up the list of clients for Nielsen Radio Index reports, according to the latest issue of "The Nielsen Researcher," which contains a reprint of the talk on "Program Ratings—Boon or Menace" made Feb. 20 by A. C. Nielsen, president of the research firm, at a meeting of the Radio Executives Club of New York.

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Ideal for Semi-permanent Installations

This compact, 4-stage, a-c operated remote amplifier is especially designed for semi-permanent installations in churches, night clubs, etc. Gain control is screwdriver set; self-contained power supply.

SPECIFICATIONS

Frequency Response: Uniform within ± 1 db, from 30 to 20,000 cycles.
Maximum Gain: 80 db.
Output Noise Level: — 60 db.
Distortion: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.
Input Impedance: 30, 125, 250 and 500 ohms.
Output Impedance: 600 ohms.
Power Output: Maximum + 10 dbm.
Dimensions: 16⅝" x 6½" x 3".
Weight: 8 lbs. 5 ozs.
Finish: Aluminum Gray.

This amplifier may be equipped with either Cannon or Hubbel Connectors.

Price, F.O.B. Dallas **$87.50**
Complete with Tubes

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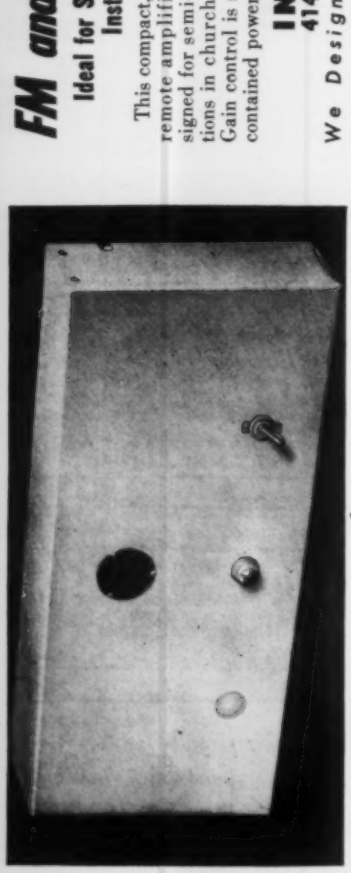
We Design Special Equipment or Will Build to Your Own Specifications



ALLIED ARTS

WILLIAM H. JENKINS, who has been associated for 16 years with Young & Rubicam, New York, as director of public relations and publicity, has joined Earle Ferris Co., New York publicity firm, as executive vice president. He will head plans board of Ferris firm. Prior to his association with Y & R, Mr. Jenkins was manager of N. W. Ayer & Son publicity department.

WILLIAM M. SHIPLEY, former vice president of Thomas W. Berger Inc., national sales and merchandising organization, and previously with Crosley Div. - Avco Mfg. Corp., Cincinnati has returned to Crosley as eastern regional manager. Mr. Shipley served as manager of major accounts at Crosley from 1937 to 1940 before joining Berger firm.

Mr. Shipley

MINNEAPOLIS HONEYWELL REGULATOR CO. and its industrial division, Brown Instrument Co., have moved Chicago regional offices to larger quarters at 351 E. Ohio St.

NEW YORK TECHNICAL INSTITUTE is opening a television school in Cincinnati, with **CEDRIC ADAMS**, formerly with the unit in Newark, N. J., as director.

REAR ADMIRAL ELLERY W. STONE has been appointed vice president of International Telephone and Telegraph Corp., New York. Admiral Stone served for more than 20 years with IT&T, or predecessor companies, until 1943 when he was recalled to active duty with the Navy.

SIDNEY KARR, former advertising and publicity assistant to national sales manager of Templetone Radio Mfg. Corp., New London, Conn., and New York, has joined Amplifier Corp. of America, New York, as advertising and publicity assistant to N. M. Haynes, vice president.

TRANSFILM Inc., New York, has announced that it will make available to advertising agencies active in television a new department devoted to making one and two-minute slide and motion picture films for video showing.

JACK M. WILLIAMS, former advertising manager of RCA Victor Record Dept., has been appointed advertising manager of company's Home Instrument Dept., Camden, N. J.

New Test Record

A NEW radio frequency test record, designed to check a constant level at all frequencies from 50 cycles to 10,000 cycles, was introduced last week by Standard Radio Transcription Service Inc., which serves over 500 stations throughout the world. The new disc, according to the company, will show the deficiencies of many pick-ups and equalizers now in use. It will sell for $4.

Service to Schools

CALLS requesting school closing announcements were received by WCCO Minneapolis during the 1946-1947 school year from 213 schools in Minnesota and 13 in Wisconsin, the station reports. In some instances the schools made requests on more than one occasion for an announcement about closing. The calls came from schools as far distant as 175 miles from Minneapolis.

LEGION OPPOSES L. A. APPLICANT FOR GRANT

A RESOLUTION opposing any broadcast station grant to Hollywood Community Radio Group, on grounds of alleged Communist leanings of several of its members, has been adopted by the Executive Committee of California Dept. of American Legion.

The Group is one of four AM applicants involved in a competitive proceeding for 1540-1520 kc in the Los Angeles area, and is one of two applicants for one available Class B FM channel. Charges that some of the Group's members had Communist sympathies were aired in the FCC consolidated proceeding on the applications last winter [BROADCASTING, Dec. 23].

The Legion committee expressed feeling that "if any permit to operate a broadcasting station were issued to [The Group], it is reasonably certain that the station would be used to spread the philosophy of Communism and the interests of Soviet Russia to the detriment of the United States of America and its form of government and would do incalculable harm to our government and our American institutions."

Copies of the resolution, signed by Donald A. Clarke, department adjutant, were to be sent to FCC and members of California's Congressional delegation. The Group is owned by 75 stockholders headed by Alvin Wilder, commentator.

CBS Changes

EFFECTIVE June 7 the CBS *Sweeney and March Show*, currently heard Saturdays, 10:30-11 p. m. moves into the Saturdays, 8:30-8:55 p. m. spot, which is being vacated by *Mayor of the Town* which switches to ABC, Wednesdays, 9:30-10 p. m., on Oct. 8, under sponsorship of Noxzema Chemical Co. The period formerly occupied by Sweeney and March will be taken by a special show on June 7 in connection with the American Medical Assn. Convention and beginning June 14 a program titled *Oklahoma Roundup* goes into that spot.

'DOCTOR'S ORDERS'

M.D.'s Are Given Opportunity To Be Heard on WEAN

AN OPPORTUNITY for veterans reestablishing themselves in medical practice is offered in pamphlets on the WEAN Providence, R. I. program, *Doctor's Orders*. Leaflets, distributed at the recent convention of the Rhode Island Medical Society, explain the purpose of the series, a public service forum of the R. I. Medical Society, and contain a reply for a doctor to fill out expressing interest in appearing on the program.

Pamphlet tells of the series through which "members of the medical profession can talk direct to the public, in layman's language, on problems of health and disease." There is also a weekly dramatization of a health problem. The series has been on the air since the spring of 1944, Wednesday, 8 p.m., sponsored by Blanding & Blanding, retail druggists. Sponsor identification takes only two minutes—including opening and closing of the 15 minute program.

Blanding & Blanding has built up prescription business approximately 300% since going on the air with *Doctor's Orders*, *Album of Courageous Women* and *For People Only*. Radio Productions, Providence, handles the series.

Canadian Board

CANADIAN Radio Technical Planning Board has made recommendations to the Department of Transport, Ottawa, in connection with frequencies to be assigned broadcasting stations, radio communications and other services using high frequencies in Canada. Allocation recommendations covered AM, FM, television, point-to-point communication services, industrial, scientific and medical use of radio frequencies, aids to navigation, and other services. The CRTPB recommendations were made in time for use by the Canadian delegates to the International Radio communications Conference at Atlantic City.

NEW 5-kw transmitter of WSLI Jackson, Miss., will be housed in this modern structure. Station, which has been operating with 250 w on 1450 kc, plans to move soon to its new frequency, 930 kc, with 5 kw both day and night. When this new operation begins WSLI, an ABC affiliate, will be the only station in Mississippi with 5 kw at night, according to L. M. Sepaugh, manager.

Seven Conditional, Three Full CPs Are Granted in FM by Commission

SEVEN new conditional FM grants were announced by FCC May 22. Three are for Class A facilities while the rest specify Class B assignments. Two of the latter were issued in lieu of previously authorized Class A grants.

Class A grantees:

Camden, N. J.—American Quartz Labs. Inc.

Trenton, N. J.—Trent Broadcast Corp., licensee WTTM.

Stroudsburg, Pa.—Pocono Broadcasting Co., permittee WHAB.

Class B grantees:

Rome, Ga.—News Pub. Co., permittee WLAQ.

Ahoskie, N. C.—Parker Bros. Inc.*

Sioux Falls, S. D.—Tri-State Broadcasting Co. Principals: Don C. Douthit, hotel group interests, 35%; E. D. Nash, owner theatres Beresford and Canton, S. D., 26%; Wayne A. Donahue furniture store, 26%; Myron J. Bennett, former producer-conductor "MJB" show on KWK St. Louis, KRNT Des Moines and WCKY Cincinnati, 9%; W. B. McKenzie, president and half-owner Power City Radio Co., part owner Welders Gas and Supply Co. and former half-owner KSOO that city, 4%.

Wisconsin Rapids, Wis.—Wm. F. Huffman, licensee WFHR.*

At the same time the Commission authorized construction permits to the following (conditions; power given is effective radiated power and antenna height is height above average terrain):

Central California Broadcasters Inc. (KRE), Berkeley, Calif.—Class B, 6.8 kw, 1,420 ft.

Portsmouth Star Pub. Co., Portsmouth, Va.—Class B, 32 kw, 290 ft.

Surety Life Insurance Co. (WIS), Columbia, S. C.—Class B, 150 kw, 455 ft.

The Commission also issued CPs in lieu of previous conditions to the following:

KGLO-FM Mason City, Iowa—Class B, 260 kw, 920 ft.

WBIG-FM Greensboro, N. C.—Class B, 14 kw, 575 ft.

KFOR-FM Lincoln, Neb.—Class B, 22 kw, 230 ft.

KRNT-FM Des Moines—Class B, 160 kw, 1,580 ft.

KRLD-FM Dallas, Tex.—Class B, 46 kw, 490 ft.

Dublin Broadcasting Co. (WMLT), Dublin, Ga.—Class B, 2.5 kw, 310 ft.

* In lieu of previous Class A grant.

WDAY Contests

CASH and merchandise prizes will go to winners of WDAY Fargo's Mr. WDAY and Mrs. WDAY contests. In the Mr. half of the contest an unknown man is traveling through WDAY's listening area and the person who finds and properly identifies him will receive a $100 bill. Then the winner will be brought to Fargo to receive prizes valued at $4,000 donated by merchants of Fargo and its neighboring city in Minnesota, Moorhead. WDAY has coined a name for an imaginary Mrs. WDAY and each day is broadcasting one letter of the name. Writer of the first letter to WDAY correctly identifying the mythical Mrs. WDAY will receive prizes similar to those awarded the winner of the Mr. WDAY contest.

FRIENDS

"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

They Say...

"PRIVATE ENTERPRISE is in the public interest. It was only in the minds of the fearful that the two were arrayed as though hostile to one another. . . . The only public interest worthy of the citizens' devotion is that which commands, and in turn is commanded by, respect for the rights of individuals and adherence to orderly conduct of their affairs under uniform laws impartially administered. Private enterprise serves that public interest."

James F. Hoge, of the New York Bar Assn., at annual meeting of Proprietary Assn. of America, Atlantic City, N. J., May 21.

* * *

"NOR SHOULD we minimize the value to everyone—farmers, business men, and housewives—of the information received through the sometime annoying commercial announcement. Commercial advertising is the keystone of the large part of the American radio industry. . . . But there is one outstanding service that radio can offer all of us. It can provide all the people of the state and nation at one time men who are particularly well qualified to discuss public issues. . . . I am sincerely convinced that radio can be and must become a great instrument in the promotion of good government."

Gov. George T. Mickelson, of South Dakota, in address aired by KUSD, non-commercial educational station of the U. of South Dakota, on occasion of KUSD's 25th anniversary.

* * *

"RADIO ADVERTISERS do not decide what show to sponsor by throwing darts at a list or by using a ouija board . . . . . the selection of radio shows is not hit or miss. It is a very complicated and well-thought-out process. And the result is usually a show that will please a great number of Americans. . . . I have come to the conclusion that if . . . . . people would do a little more looking around and a little less criticizing they might find out that their criticisms are largely unfounded. . . . . If one will only investigate the radio dial one can find almost any kind of show is offered at least a dozen times a week."

Dale Drum, whose letter in reply to sharp criticism of radio by persons he termed "intellectuals" appeared in the Opinions of the People column in the Los Angeles Times.

PROMOTION kit on CBS "House Party" program, heard Mon.-Fri., 5-5:30 p.m., and offered for cooperative sale to network affiliates, was mailed last week by CBS co-op division to station managers, local station salesmen, local and national advertising agencies. Included in kit were press releases and biography of Art Linkletter, m.c. of show.

CEDRIC FOSTER

Available Now On WJHP

Jacksonville Florida

WJHP and Cedric Foster Rate High with Listeners in Jacksonville's Important Year Round Market.

HOOPERATING

Cedric Foster WJHP	Sta. A	Sta. B	Sta. C
8.9	3.3	3.8	14.2

Fall-Winter 1946-47

In Florida's Greatest YEAR ROUND Market

Buy WJHP MUTUAL

Jacksonville, Florida
5000 WATTS

National Representatives
JOHN H. PERRY ASSOCIATES
New York . Philadelphia . Detroit . Chicago . Atlanta

CBS
STATIONS
Cover All of Oklahoma
KTUL
5,000 WATTS
KOMA
50,000 WATTS
No "Spotted Coverage" when you use spots on these Sooner Twin stations
Avery-Knodel—National Representative
KTUL TULSA
KOMA OKLA. CITY

AGENCIES

MARVIN YOUNG, pre-war assistant program manager of NBC Western division and recently with Theatrical Productions, has joined Ruthrauff & Ryan, Hollywood, as office manager.

VAJID MAHMOOD, managing director of Adarts Ltd., Bombay Inc., an Indian associate agency of McCann-Erickson, New York, has arrived in New York for an extended visit. He will use McCann-Erickson's New York office as his headquarters during his stay.

HOWARD K. JONES, acting head of plans board of Brooke, Smith, French & Dorrance, Detroit and New York, has been appointed director of research and chairman of agency's plans board. Mr. Jones was with Young & Rubicam, New York, before joining BSF&D in 1944.

Mr. Jones

WILLARD G. SAUNDERS has joined Beaumont & Hohman Inc., Omaha, as an account executive.

JAMES G. BEARDSLEY will be transferred from Chicago office to Detroit office of Beaumont & Hohman Inc., effective July 1.

ALLAN McKEE, radio production director, and JACK STAFFORD, promotion and public relations director, respectively, of Smith, Bull & McCreery Adv., Hollywood, have resigned, with their former assignments being taken over by MAYFIELD KAYLOR, agency production manager. Mr. McKee has joined KWKW Pasadena as account executive. Mr. Stafford will freelance in radio production and announcing.

JIM LUNTZEL has resigned from Hollywood Publicity Assoc. to form own agency in that city under name of Jim Luntzel Assoc.

BETTY BARRETT, formerly with Donahue & Coe, New York, has joined Cecil & Presbey, New York, as timebuyer.

ED BRYANT, formerly with CJCA Edmonton, Alta., has joined Stewart-Lovick & MacPherson, Edmonton, Alta. as radio director.

HAROLD DEXTER HOOPES, executive art director of Henri, Hurst & MacDonald, Chicago, has resigned to reopen own office at 400 N. Michigan Ave.,

HAROLD GRAINGER, formerly with advisory board of Wine Institute, San Francisco, has joined Brisacher, Van Norden, & Staff, that city, as field representative and merchandising counselor. DEANE WEINBERG Jr., Army discharged, has joined agency's production staff.

C. D. CALVERLY, former account executive of D'Arcy Adv., Cleveland, has joined L. C. Cole Adv., San Francisco, in similar capacity. EARL HAWLEY, formerly on copy staff of Pitluk Adv., San Antonio, also has joined Cole agency.

HAL MOORE, who recently operated his own public relations organization, has established Acme Adv. Agency at 923 SW 15th Ave., Portland, Ore.

DAVE GRIFFITHS, with WGBI Scranton, Pa. for past 10 years as sports commentator, continuity editor, publicity director and production manager, has resigned to open own agency under name of Dave Griffiths, Radio Adv. Consultant. Offices will be located in Brooks Bldg., Scranton.

EDWARD C. RYAN Jr., formerly with Hixson-O'Donnell, New York has joined O. S. Tyson & Co., New York, as an account executive.

HENRIETTA BARNES, formerly with Carl Reimers Inc., New York, has joined St. Georges & Keyes Inc., New York, as assistant to NANCY HUGHES, director of specialized and fashion advertising.

CHARLES NEWTON, former copywriter at Doherty, Clifford & Shenfield, New York, and prior to that group head at Geyer, Cornell & Newell, New York, has joined copy staff of Duane Jones Co., New York.

PORTER D. BIBB Jr., former head of new business at Lennen & Mitchell, New York, has joined Compton Adv., that city, to work in new business activities.

H. V. PETERSEN has rejoined James Fisher Co., Toronto advertising agency, as an account executive. He started with Fisher agency 25 years ago, and was for a time manager of the Montreal office.

AUSTIN H. PETERSON, vice president in charge of Hollywood operations for Ted Bates Inc., is the father of twin boys, John and Christopher.

HUNTER ADV., recently formed by BILL HUNTER and TOM MILLIRON, has opened offices at 448 S. Hill St., Los Angeles. Telephone: Mutual 6234.

CHARLES GANZ, account executive of Smith, Bull & McCreery Adv., Hollywood, conferring with agency clients in New York and Chicago, returns to his desk in mid-June.

SIDNEY BERMAN has joined Seidel Adv., New York, as an account executive.

PETER SCHAEFFER, former account executive with J. Walter Thompson Co., New York, and prior to that in advertising department of New York Herald Tribune, has joined Robert W. Orr & Assoc., New York, as an account executive.

RALPH BENNETT, has resigned as copy chief of Reiss Adv., New York. Future plans not announced, and no replacement has been named.

CANADIAN ASSN. OF BROADCASTERS has franchised the following advertising agencies: Grant Adv. of Canada, Toronto; Hutchins Adv. of Canada, Toronto; McGuire Adv. Co., Windsor, Ont. and Stewart-Lovick & MacPherson, Vancouver.

GREY ADV., New York has added four veterans to permanent staff as result of agency's two year on-the-job-training program instituted in May 1946. They are ROBERT CREAMER, in copy department; WILLIAM MANNING, in art department; EDWARD RUSSELL and MAURICE WEISS, as assistant account executives.

RALPH WHITMORE, account executive of The Tullis Co., Hollywood, is the father of a girl, born May 21.

TED GAILEY, vice president and account executive of Glasser-Gailey Inc., Los Angeles, is in New York on client business until mid-June.

WILLIAM B. LEWIS (seated), vice president and radio director of Kenyon & Eckhardt Inc., talks over expansion plans with Clare Olmstead (l) and Jesse Butcher (r), newly appointed manager and business manager, respectively, of K & E's Hollywood office [BROADCASTING, May 26].

BBDO Additions

BATTEN, BARTON, DURSTINE & OSBORNE, Chicago, has announced the following aditions to its staff: Harold E. Middleton, formerly with Ruthrauff & Ryan, Detroit, as head of copy department; Donald E. Gerhardt, former art director for Needham, Louis & Brorby, as art director; William R. Gillen, former director of public relations and advertising for Chicago & Southern Air Lines, as head of account handling group, and Phelps Johnston, rejoining copy department after military service.

You're in good company on KMPC*
Albers Milling Co.
Bulova Watch Co.
Firestone Tires
Langendorf Bread
Luer Packing Co.
Milani Foods
J. J. Newberry
Oldsmobile
Pacific Telephone & Telegraph
Pacific Wine Co.
Ralston-Purina
Rexall Drug Co.
Rit Dye
Santa Fe Wines
Swift and Company
KMPC*
710 KILOCYCLES • LOS ANGELES
G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY
*People's Choice

RESULTS?
THAT'S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—SOON!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

News

JAMES P. NOLAN, city editor of Asbury Park Press, has been appointed news editor of WJLK, the Press' new FM station which is expected to begin operation in Asbury Park in early fall.

W. F. DANENBERGER, UP Radio Service business representative for the south in Atlanta, Ga. office, has resigned to enter business with his family in Concordia, Kan. Replacement for Mr. Danenberger at UP has not been announced.

HENRY MUSTIN, former reporter with the Washington Evening Star, has joined the newsroom of WTOP Washington.

PAUL SULLIVAN has joined KROY Sacramento, Calif., as newscaster.

JOHN CAMERON SWAYZE, NBC western division manager of news and special events, has shifted to network's New York headquarters as commentator on "Daily News Roundup" 8 a.m.

ALFRED E. DOWNS, NBC Hollywood news department, and former chief of INS Far East bureau, is now assistant manager replacing **ROGER SPRAGUE**, recently elevated to news manager [BROADCASTING, May 26].

EDDIE LYON, on news staff of KMPC Hollywood, is the father of a boy.

LIONEL SHAPIRO, North American Newspaper Alliance correspondent and **WILFRID FLEISHER**, New York Herald Tribune correspondent, have been appointed CBS correspondents in Rome and Stockholm, respectively.

ANNE STRINGER, UP correspondent, and **BETTY SHERROD**, wife of Time and Life's **BOB SHERROD**, have been added to CBS's overseas correspondent staff to cover Berlin and Shanghai, respectively.

MERRILL MUELLER, manager of NBC's London news bureau, has been re-elected president of Assn. of American Correspondents in London for coming year.

SAM G. ROSS, news director of CKWX Vancouver, has been loaned to Canadian Assn. of Broadcasters, and is headquartered at Ottawa to keep CAB member stations supplied with news of sessions of the Parliamentary Radio Committee.

P & G Hiatus

PROCTER & GAMBLE Co., Cincinnati, sponsor of *The F. B. I. in Peace and War* on CBS Thursdays, 8:30-8:55 p. m., takes an 8-week hiatus beginning July 3 and upon its return to the network on Aug. 23 shifts the show to Saturdays, 7:30-8 p. m., with the broadcast at 11-11:30 p. m. Agency is The Biow Co., New York.

TESTS ON 2-CHANNEL FM SEPARATION STARTED

TESTS of two-channel separation for Class A and B FM stations in adjacent cities were started May 25 in the Washington, D. C. area. WGAY-FM Silver Spring, operating since April 27 on 104.3 mc, moved to 93.3 mc, separated by only one "blank" channel from WINX-FM Washington on 92.9 mc.

Because of mutual interference arising from Class B stations operating only two channels apart in the same city, FCC has proposed and is preparing to effectuate an allocation plan providing for a minimum four-channel separation for such stations [BROADCASTING, April 14]. But it was pointed out that in some cases, particularly in larger cities, it would be necessary to put Class A outlets in one community only two channels away from Class B stations in an adjacent city.

The WGAY-WINX FM tests, conducted with the cooperation of FCC and consulting engineers, are expected to aid the Commission in future allocation and assignment problems. WGAY-FM, which announced the tests, said it was operating with 440 w effective radiated power and that its signal had been received clearly at Winchester, Va., 75 miles away, where the receiver was at a 400-foot elevation and separated by a 2,000-foot mountain from the line-of-sight radiation of WGAY-FM's tower.

Warner Co. Shifts

LUDEN'S Inc., Reading, Pa., discontinues sponsorship of *The Hoagy Carmichael Show* on CBS, Sundays, 5:30-5:45 p. m., after the June 15 broadcast. Period will be occupied, beginning June 22, by *Jean Sablon Show* sponsored by William R. Warner Co., and currently heard on CBS, Saturdays, 7:45-8 p. m. Agency for Luden's is J. M. Mathes Inc. New York, while Kenyon & Eckhardt, New York, handles the Sablon program.

Punch Campaign

PACIFIC CITRUS PRODUCTS Co., Santa Ana, Calif. (Hawaiian Punch), in a 13 week campaign which started in mid-May is using five weekly transcribed five minute interviews with popular music "name" personalities on stations in selected markets. List includes KGFW KFEL KMED KUGN KRBC KTBS KXL KVET WRR KONO KCNA KRUX KREO KLX KUJ KFLW KREM. Other stations are being added. Series is being cut by Lampson Transcription Sales, Hollywood, with placement through Charles E. Perryman Adv., Santa Ana, Calif.

THE CBS co-op program department is offering as a service to stations not on daylight time, a news program featuring Bob Hite, Mon. through Fri., and Bill Rogers on Sat. and Sun., 12-12:15 p.m.

SHIFT PUBLICIZED
Eddie Chase's Move to CKLW Gets Extensive Promotion

HAVING ACQUIRED Eddie Chase and his popular *Make Believe Ballroom*, CKLW Windsor-Detroit took full advantage of the situation with an extensive promotion campaign designed to publicize the m.c.'s move.

Newspaper advertising in dailies, weeklies and throwaways, plus billboards, mailing pieces, special stunts and trade paper ads were used to tell about the shift.

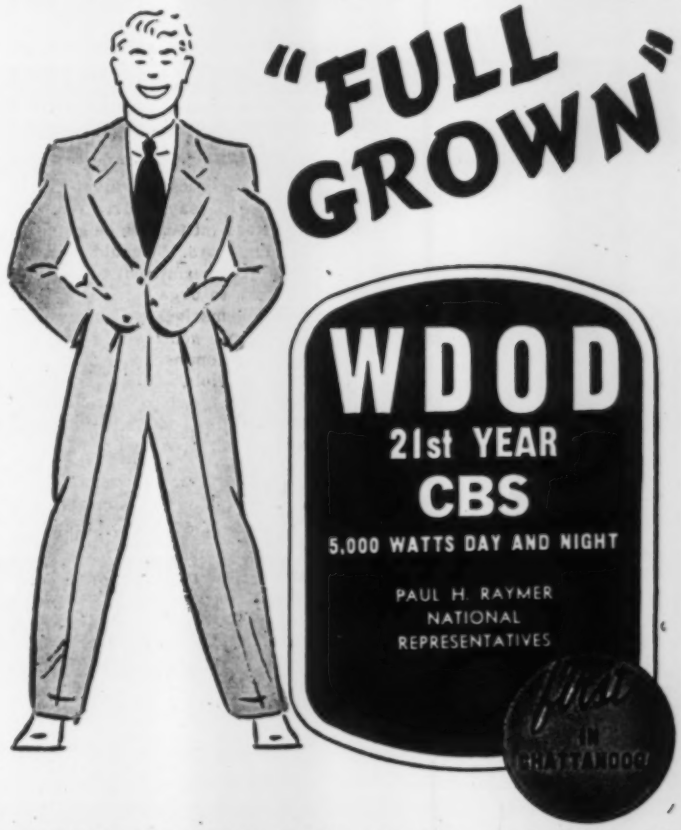
One of the stunts Dick Jones, CKLW sales manager and promotion director, used was a two week series of transcribed announcements by name band leaders and vocalists telling Detroit listeners that Eddie Chase was moving.

For several days before the shift, several large moving vans cruised around displaying banners which announced the change. In addition, the station made a tie-up with the Borden Creamery and distributed to 100,000 homes facsimiles of phonograph records imprinted with the phrase, "Eddie Chase Is Moving to CKLW."

Mr. Chase formerly had the program on WXYZ Detroit.

WLIB Brooklyn, N. Y. added a half-hour to its broadcast time on June 1, signing off at 9:15 p.m., instead of 8:45 p.m. "In the Gloaming," program of light melodies heard at 8:30 p.m., is extended to 9 p.m., seven times weekly.

PIONEERING IN KANSAS CITY
SINCE
1942
—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

1947
A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

TWIN SHOVELS are handled by J. Frank Jarman (left), manager, WDNC Durham, N.C., and Carl C. Council, president of the Durham Radio Corp., at ground breaking ceremonies for the station's new building which will house the new 5 kw AM and 10 kw FM transmitters. P. G. Wallace (behind the two men), of the Herald Sun Newspapers, and Mrs. E. T. Rollins, vice president and secretary-treasurer of the company, watch the ceremonies.

White Book

(*Continued from page 34*)

be if the sponsor tried to choose the news.

"Stations and networks have retained the right of editing," he says, "and as far as I know, there has been no actual sponsor interference in news content." He goes on to say that if such a situation did arise, the FCC would "consider it a grave offense and pursue the matter vigorously."

Self-Censorship

Another question involving self-censorship, says Mr. White, involves the latitude to be given news commentators. "Should they," he asks, "be permitted to harangue, to plead, to urge courses of action, to set themselves up as authorities on every conceivable subject?" Limiting commentators, he claims, does not violate the First Amendment on freedom of speech, for "the authors of that amendment had in mind freedom of *responsible* speech. They didn't intend that anyone should have the right to cry 'fire' in a crowded theatre."

Urging caution, Mr. White says, "I think American radio should be careful lest a small group of men indulge in bias to a point where they exert a dominant power over public opinion. Such power in the hands of a few would destroy all fairness on the air—and in a democracy there's no freedom without fairness."

Discussing job opportunities, Mr. White asserts that those who go to schools of journalism, especially those schools that operate radio stations, have a big advantage. But with more and more colleges and even high schools adding radio courses, it's easy to see that the supply of people with some training is outracing the demand. There are things happening behind the scenes, he says, which may change the situation, but the forecast for the late 1940's is "jobs for only the best."

Elaborating on the behind the scenes aspect, he claims that opportunities for more jobs depend on two things—new inventions and stiffer competition.

Considering the unrest in the world today and the strict censorship practiced by many countries, the closing thought in Mr. White's book seems fitting and appropriate. "I firmly believe that a free and democratic radio, presenting the news as clearly and accurately as possible, is one of the greatest exports we can give the world."

High Power Answer

A PHONE-quizzer in Nashville with a slightly red face is being more careful this week about which number she calls. Last week she called a number and asked the usual, "This is a radio survey; what is your favorite morning radio program?" A man answered, "The only show that could ever be my favorite this time of the morning would be one I didn't have to listen to." In answer to her question about the radio's being on, he told her it better be, then explained: "This is Bill Montgomery at the WSM transmitter. I'll let you draw your own conclusion on the station I'm listening to."

Fire at WBT-FM

FIRE swept WBT Charlotte's 157-acre Spencer Mountain fortnight ago, seriously threatening WBT's FM transmitter located on the mountain, 12 miles west of Charlotte. WBT broadcast an appeal for volunteer fire fighters, who responded to fight the fire with regular firemen for 17 hours.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

HERBERT ALLEN, former field sales manager of RCA Victor, Camden, N. J., has been appointed vice president of Signature Records, New York.

HARRY S. GOODMAN RADIO PRODUCTIONS, New York, has completed arrangements with **RALPH H. JONES Co.**, Cincinnati, for exclusive distribution rights to two transcribed daytime serials "Linda's First Love" and "Mary Foster—The Editor's Daughter." Programs will be available to sponsors in all territories except mid-western areas in which the Kroger Grocery Chain operates, and where it has sponsored both programs for approximately 11 years.

CKAC Montreal, is making available to Canadian stations discs made by professional sound men on its staff and staff of engineers who are building library of sound effects of all kinds. CKAC sound effects laboratory conducts experiments in sound effects not available elsewhere in recorded form.

Business of Ziv Co. Up 24% in 1947 1st Quarter

THE FREDERIC W. ZIV Co.'s business for the first four months of 1947 is 24% better than during the corresponding period of 1946, John L. Sinn, executive vice president of the company reported last week.

Mr. Sinn explained that the organization now has 21 different programs broadcast on 675 radio stations throughout the United States.

Mr. Sinn also announced that the organization is expanding its sales force and has added two new divisional managers and three salesmen.

The two new divisional managers are Barney Cragston, formerly with ABC, and E. J. Broman, formerly commercial manager of KSL Salt Lake City. The three new salesmen are William Schnaudt, Ray Linton and Guy Zwahlen.

Emerson Guarantee

EXISTING prices on Emerson radios are guaranteed for rest of year, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., has told distributors. Should any downward revisions in price occur, the trade is guaranteed rebate, he stated.

INVEST YOUR AD DOLLAR
WCK Y s-ly
L. B. Wilson
WCKY
50,000 WATTS OF SALES POWER
★ ★ ★

The "Magic" of a New Market
More than 200,000 Southern Californians now have their own "Local" radio station for the first time.
CALIFORNIA
KOCS AM+FM ONTARIO
TRACY MOORE, REPRESENTATIVE
The Voice of Pomona Valley

Camera Highlights at Georgia Institute

SECOND ANNUAL Georgia Radio Institute, held May 18-19 at the U. of Georgia under joint sponsorship of the Georgia Assn. of Broadcasters and the Henry W. Grady School of Journalism, attracted some of the top names in broadcasting. The above group of featured speakers includes: (top row) Irving G. Abeloff, WLEE Richmond; Robert Richards, public relations director, NAB; Robert Foreman, director of radio writing, BBDO, New York; (bottom row) Charles Smithgall, WGGA Gainesville, Ga., president, Georgia Assn. of Broadcasters; Dwight Bruce, WTOC Savannah, Radio Institute chairman; Clarence Menser, vice president in charge of programs, NBC, and John M. Outler Jr., WSB Atlanta.

SPEAKERS AND LEADERS at Second Annual Georgia Radio Institute included: Standing (l to r): Richard C. Hottelet, CBS correspondent; Dwight Bruce, WTOC Savannah, Ga., Institute chairman; Arthur C. Stringer, NAB; Robert Hudson, CBS director of education, New York; seated (l to r): John E. Drewry, dean of U. of Georgia's Henry W. Grady School of Journalism; Merriman Smith, UP White House correspondent and author of *Thank You, Mr. President;* Mrs. Charles Smithgall, wife of Georgia Assn. of Broadcasters president; Lewis Doster, WGAU Athens, Ga.; Charles Smithgall, president, Georgia Assn. of Broadcasters.

Ohio Firm Designs a New Type Video Control Room

A NEW TYPE of television control room has been designed by Richard W. Hubbell and Assoc., Cincinnati, for the studios being constructed in that city by Crosley Broadcasting Corp., operator of WLW. "This new design should cut production costs," Mr. Hubbell stated. "Mechanical details of producing a show are simplified. Factors making for nervous strain are minimized."

In order to keep down construction expenses, the design has been arranged so standard units of equipment offered for sale by television manufacturers can be used with slight modification. The new control room design and the improved production system made possible by it are available on a non-exclusive license basis not only to Crosley but also to other clients of the Hubbell firm.

THE "Zane Grey" show, featuring the famous Zane Grey character, Tex Thorne, will begin on Mutual in September, Sat., 8:30-9 p.m. Program will be produced on West Coast through Hawley Publications, publishers of the monthly Zane Grey Magazine and subsidiary of Stephen Slesinger Inc., who will contribute more than half of the show's production costs. Program will be available for sponsorship at reported cost of $2500 per show.

WLBR AIDS FUND

Station Goes 'All Out' to Help Cancer Society Drive

THE AMERICAN Cancer Society found a real friend and supporter in WLBR Lebanon, Pa., which recently wound up a big "all out" campaign for the Society, according to Julian F. Skinnell, the station's operation manager.

Mr. Skinnell appointed Chet Hagan, WLBR promotion manager, and Phillip Reilly, local sales manager, to direct the drive. That their efforts paid off is evidenced by the fact that Lebanon County raised its quota of $13,000.

Highlighting the station's promotion was the production *WLBR Radio Varieties,* depicting a typical WLBR broadcasting day, and participated in by virtually the entire staff. The show was given in the high school auditorium with all proceeds going to the cancer fund. Two programs, one featuring prominent doctors and citizens of Lebanon and the other using name bands on transcription, were aired daily. In addition, the station played every ET package show by the American Cancer Society and spot announcement produced and put aside a day known as "C" day when every sustaining show and several commercial programs plugged the drive.

A jingle contest drew hundreds of entries, and station advertisers awarded the winners prizes ranging from wrist watches to a puppy. A mystery tune contest brought 80 listeners a total of $800 in cash prizes, with most of the winners in cities outside of Lebanon.

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

Only ZBM Covers Bermuda

ABC • MBS

National Representatives

JOHN BLAIR — United States

HORACE STOVIN — Canada

DOES THE JOB Alone

WOW OMAHA

NBC* 590 5000 WATTS

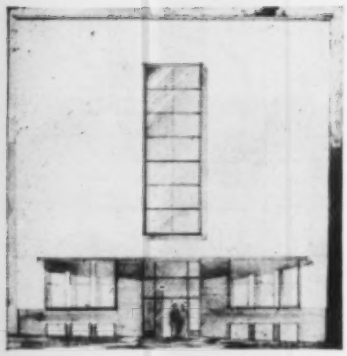
*AFFILIATE

WRITE, WIRE or PHONE JOHN J. GILLIN

JOHN BLAIR & CO., Representatives

. . . on everybody's lips in Philadelphia

REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERY CO.



SECOND FLOOR of this remodeled building at 311 Milam St., Shreveport, La., will be the home of KENT, scheduled to take the air about July 1, as an MBS outlet. KENT will operate on 1550 kc, with 1 kw day and 500 w directionalized at night [BROADCASTING, Feb. 10]. Licensee is Frank H. Ford, Shreveport businessman.

P & G Drops

PROCTER & Gamble Co., Cincinnati (Camay), discontinues CBS *This Is Hollywood*, Sat. 10:15-10:45 p.m., June 28 after 39 weeks, with no summer plans. High budget cost and poor network time position offered as explanation for action. New program for fall airing is being studied by Edgar G. Sission Jr., vice president of Pedlar & Ryan, New York, agency for the account.

Fielding Is Promoted By RCA Record Dept.

RICHARD M. FIELDING, former assistant advertising and promotion manager of the RCA Victor Record Dept., Camden, N. J., has been appointed advertising and promotion manager of the department, succeeding J. M. Williams who was named advertising manager of RCA's Home Instruments Dept.

Prior to joining RCA Victor in 1946, Mr. Fielding served for more than three years as a lieutenant commander in the U. S. Naval Reserve, and before that was with the real estate firm of Mears and Brown in a sales and promotion capacity. He began his career in advertising with the Philadelphia Electric Co., and in 1930 formed the advertising agency of Wood and Fielding, Philadelphia.

'Bee Lines' Appears

VOLUME I Number I of *Bee Lines*, McClatchy house organ, was sent out to the Bee Line newspapers and stations (KERN KFBK KMJ KOH KWG) for the first time with the May issue. A 16-page slick-paper magazine, it is fully illustrated with scenes and pictures concerning the McClatchy group throughout the Sacramento Valley. The magazine contains news and feature stories, in addition to columns that will appear monthly.

Coverage from *Within*
OF FOUR NEW MEXICO
MAJOR MARKETS

Is Possible Only
With the Only
Regional Network
in New Mexico

Zia Network stations at a package rate or as single stations are the best buy in the Southwest!

Zia Network

Represented By
HOMER GRIFFITH CO. inc.

DES MOINES RATES WHO HIGH

Iowa Capital's NBC Outlet Cops Many Honors In Newspaper Radio Column's Poll

FURTHER DETAILS on the *Des Moines Tribune* radio column poll are included in a promotional piece WHO, Des Moines NBC outlet, is distributing. The piece presents reproductions of Mary Little's radio column in the *Tribune* reporting on the survey, with additional information pointing out how many of the top honors went to WHO and NBC.

WHO is credited with 11 first places, 12 seconds and nine thirds, while the station with the next best record is given seven first places, three seconds and eight thirds.

Among local announcers, for example, the promotion sheet points out, WHO's Ernie Sanders emerged in first place four votes ahead of Bobby Griffin, also of WHO.

WHO also rated first and second in the local news men classification, with Jack Shelly taking top honors and M. L. Nelson runner-up. The network newsmen voted No. 1 and No. 2, respectively, in the Des Moines poll—H. V. Kaltenborn and Alex Drier—also are heard over WHO.

In the quiz show classification WHO and NBC likewise were heavy favorites. First place went to the *Quiz Kids* program.

Favorite network sportsman was Bill Stern of NBC while the most popular daytime show also was an NBC-WHO program, the *Fred Waring Show*.

Most impressive record in a single classification went to WHO in the comedian and comedy team group, where the station copped the first nine places. NBC's *Fibber McGee and Molly* and *Amos 'n Andy* ranked first and second, respectively.

The champion vote getter, however, was Bing Crosby [BROADCASTING, May 5], heard over the Des Moines ABC outlet, KRNT. Mr. Crosby polled 523 more votes than his nearest competitors, Fibber McGee and Molly.

Total response in poll was 3500, according to reliable sources, with 1900 votes outside Des Moines and 1600 in that city. Ten to 12 counties were involved in polling, it was further said.

CHAK Opens

MOST NORTHERLY North American Station, a new Canadian broadcasting station has been opened at Aklavik, Northwest Territories, 200 miles north of Arctic Circle, at mouth of Mackenzie River. Station call letters are CHAK, and it operates under Canadian Army auspices. It was built by five members of the Canadian Army signals section at Aklavik from amateur station parts, is powered at 30 watts, and gives service to the 150 people at Aklavik and as many more in the nearby trading posts and traplines. Army men who built the station and operate it, are Sgt.-Major R. A. MacLeod, Sgt. J. W. Willis, Cpl. K. N. Murley, Cpl. M. J. Benoit and Pvt. G. E. Stonier.

Tubes In Demand

A STEADY high-level demand for radio tubes is anticipated during the rest of 1947 by manufacturers, according to a statement last week by M. F. Balcom, chairman of the Radio Manufacturers Assn. tube committee and vice president and treasurer of Sylvania Electric Products, Inc. He said that high tube production rates will be sustained by the increased demand for FM and video sets and an active export trade.

NBC on May 24 began a summer series of 20 broadcasts devoted to the cultural contributions of other nations to the American way of life entitled "Home is What You Make It" aired on the network, except WNBC New York, Sat. 11:30-12 noon and on WNBC only, 4:30-5 p.m.

TECHNICAL

MELVIN WILLIAMS, transmitter engineer of KQW San Jose, Calif., has resigned to join KRLN Canon City, Colo., as chief engineer and partner. KRLN is to begin operations Aug. 1.

RALPH F. RENAUD, formerly with engineering department of WNDR Syracuse, N. Y., has been named chief engineer of WOPT-FM Oswego, N. Y.

FRANK UNTERBERGER Jr., son of FRANK UNTERBERGER, chief engineer of WDAS Philadelphia, has joined WFIL Philadelphia, as summer relief engineer.

THOMAS F. BATSON, formerly of WOR New York, has joined WOAI San Antonio, as control operator.

HAROLD E. LOPEMAN has joined engineering staff of WCVS Springfield, Ill.

ALFONSE DONOVAN has joined engineering staff of WLBR Lebanon, Pa.

PAUL SMAY has been appointed chief engineer of WMOC Covington, Ga.

CHARLES GIRT, engineer at WHBC Canton, Ohio, is the father of a boy, Charles Bradley.

IT CAN HAPPEN HERE

WAIR is capable of producing sales in double-quick time and in unbelievably profitable volume. The sales "magic" you've dreamed about all of your life may rest above the dotted line of a WAIR contract.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

IN THE PUBLIC INTEREST

Recreation Fund

TO HELP raise funds for the city's summer recreational program, KSIB Creston, Iowa donated an hour and a quarter of air time to broadcast an all request program. Listeners were asked to telephone in requests for Creston business men and residents to sing, recite poems, or any other type of entertainment. Each request was accompanied by a donation to the recreation fund. The Creston recreation council had cars standing by to pick up the donations and to bring the persons asked to perform to the broadcast. If the person requested to perform refused, he was assessed the amount offered by the listener. By the end of the broadcast, nearly $500 had been raised.

* * *

Personal Message

MAIN recreation of Bobby Walsh, a 12-year-old victim of rheumatic fever who lives in Geneva, N. Y., is listening to the radio. After Bobby told his teacher that his particular favorite is Jack Deal, who broadcasts over WHCU Ithaca, the teacher contacted Mr. Deal, who sent a personal message to Bobby on his program the following day. A few days later Mr. Deal went to Geneva for an hour's visit with Bobby. Results of this special attention are revealed in a telegram which the station received from Bobby's parents, stating: "Through the kindness of your Jack Deal, the doctors and family concede miraculous improvement and beneficial effects on son seriously ill with rheumatic fever and mental depression. Deepest and sincere thanks and appreciation of family to Mr. Deal and WHCU."

* * *

Urges Price Reduction

MILWAUKEE merchants are being urged to reduce prices through persuasive spot announcements scattered through the broadcast day over WMLO that city. The names of local merchants who have responded to this appeal are broadcast on WMLO's *Salute to Milwaukee Merchants* aired daily at 3 p.m. William Travis, general manager of WMLO, declares: "We encourage other stations in the nation to follow our example by giving air credit to those merchants supporting the campaign to put ten cents back into every dollar."

* * *

Good Deed

WHEN the *Good Deed Radio Club*, program heard on CKOC Hamilton, Ont., Sat. 9:45-10:14 a.m., presented the "Good Deed" wrist watch of the week to a nine-year old boy in Hamilton General Hospital, the presentation was recorded for future broadcast. During the ceremony, the boy suggested that the hospital needed a radio and record player, with auxiliary speakers, for the four wards. The interview was rebroadcast the following day and an appeal for funds was made on the *Good Deed* show. Over $600 was contributed by listeners.

* * *

Book Donations

PLEA for books to be donated to Pryor, Okla. orphanage, to meet a reading material shortage, was broadcast for three days on newscasts over KVOO Tulsa. As a result, the books began to pile up until the newsroom staff was pressed for space. Encyclopedias, comic books, children's classics and more serious books for teenagers were sent in by the hundreds. Ken Miller, KVOO news editor, delivered the 8,000 book library to the orphanage, where he was welcomed by local people and the orphanage staff. Gov. Roy J. Turner officially received the books for the state of Oklahoma.

* * *

Provides Serum

MORE than $2,000 was contributed the day following Ralph Collier's appeal on WNBC New York's *Metropolitan News Roundup* for money to buy a costly serum albumin for an eight year old youngster afflicted with nephrosis. The show, heard daily at 12:15 p.m., features reporters from five metropolitan newspaper offices. Mr. Collier represents the Long Island *Daily Press*.

PEOPLE of Rochester look up to WHAM, or at least to its advertising. Latest stunt in the stao-n's "WHAM Tops Them All" campaign is the above billboard, 50 feet long and 15 feet high, and located on the city's busiest corners. Copy is changed daily and pertains to both local and network programs.

Tommy Dorsey Series

WMCA New York has signed five-year contract with Louis G. Cowan, New York, for exclusive rights to air Tommy Dorsey disc m.c. program in New York area. Beginning in early September Mr. Dorsey will be heard two hours daily on series of transcribed programs, with premire on Sept. 8 broadcast live from the WMCA studios. Mr. Dorsey reportedly is getting minimum of $50,000 a year from WMCA.

Spoonamore Promoted

APPOINTMENT of E. B. Spoonamore as advertising manager of Seiberling Rubber Co., Akron, Ohio, to fill a vacancy created by the resignation of Earl H. Cook has been announced by L. M. Seiberling, company's sales manager. Mr. Spoonamore joined Seiberling in October 1946 after two years with an Akron advertising agency and previous experience in the advertising department of Goodyear Tire & Rubber Co. Moving into the merchandising sales promotion position vacated by Mr. Spoonamore is John Paul Kelley, who joined Seiberling in July 1946 after his release from Army service. G. F. Weisenbach continues as director of advertising and merchandising.

Mr. Spoonamore

25th Year Promotion

SPECIAL PROMOTIONS are marking observances of 25 years of radio service by *The Milwaukee Journal* and its radio stations, WTMJ and WTMJ-FM. Since May 1 both stations have been using a station-break line such as, "The silver tone of 25 years of *Journal* radio service, 1922 to 1947," every hour on the hour. This will continue until mid-June, along with other promotions including special features appearing in the *Journal*, advertisements, window displays and special stationery, the *Journal* has announced.

AC-DC Receivers

AC-DC radio-phonograph combinations will be displayed at the Freed-Eisemann exhibit at the National Assn. of Music Merchants convention in Chicago today (June 2), according to Arthur Freed, vice president and general manager, Freed Radio Corp. Distribution of the AC-DC combinations to dealers will begin shortly and will receive strong dealer promotion, Mr. Freed states. The new radio-phonographs will be priced at approximately 10% over the equivalent AC models.

WBTM

DANVILLE, VIRGINIA

*The Voice of the Rich Piedmont Region**

(SOON 5000 WATTS)

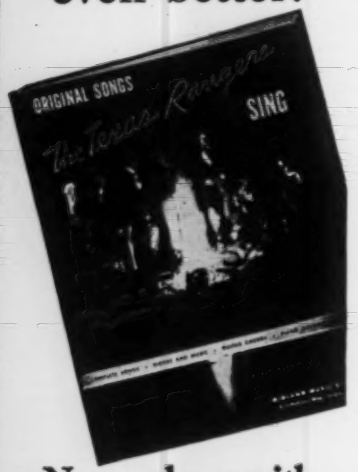
PHONE SANDY GUYER
DANVILLE 2350

** BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.*

American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

You've Been Asking
FOR THIS SERVICE
IT'S DINAH
IT'S CASEY
IT'S DRAMA
IT'S MYSTERY
IT'S ORSON WELLES
KFH PROVIDES IT
When Broadcasting Magazine polled agencies all over the country, they found that 66% of them favored newspaper promotion in building up interest of radio listeners.
KFH is the Southwest's only station backing good shows with consistent station-sponsored newspaper promotion. Ads and publicity in major daily and weekly newspapers in the KFH primary, secondary and tertiary areas give blanket coverage.
That's real service — and that's why KFH, That Selling Station for the Southwest, can put your product on top in this market — and keep it there!
THAT SOLID SECTION OF KANSAS' RICHEST MARKET
WICHITA IS A HOOPERATED CITY
KFH
WICHITA
CBS . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

Making *the best* even better!



Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

WWSW SURVEY SHOWS SUNDAY PREFERENCES

BASEBALL is tops with 57.5% of Sunday radio listeners in Pittsburgh, according to Frank R. Smith, general manager, WWSW, who last week announced the results of what he termed "the most complete telephone coincidental radio survey to be taken in Pittsburgh."

The Sullivan-Rayhawk research advertising agency, which conducted the test for WWSW, made 1,395 phone calls to all sections of the city between 2-7 p. m. on Sunday, May 18. Ratings varied from 32.3 to 15.8, but the final conclusion was that 57.5% were listening to the ball game. Low period was 4:30-5 p. m. when the station carried "I Am An American Day" ceremonies between the doubleheader.

The survey was made on a warm sunny day, the station pointed out, and 33,000 potential listeners were at the ball park watching. Pittsburgh baseball broadcasts are co-sponsored by General Mills and the Atlantic Refining Co.

KFI-AFM Agreement

KFI Los Angeles and Musicians Mutual Protective Assn. Local 47, AFM, have agreed on new wage scale for 14 musicians, director and arranger. Agreement calls for raises under 10% which up pay to $75 weekly, with 15% for casuals.

Maybe you're not sure sometimes how to play your radio shots so you won't miss. Down here in this important ONE BIG MARKET . . . THREE KEY CITIES . . . Beaumont, Port Arthur, and Orange . . . your sure shot is KFDM! Has the audience, day and night . . . gets results!

BEAUMONT TEXAS
KFDM
560 KC. 1000 WATTS

REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

PRODUCTION

ADD PENFIELD, news, sports and special events director of WRNY and WRNY-FM Rochester, N. Y., has been named program director of the two stations.

JOE ANTHONY has joined announcing staff of WCVS Springfield, Ill.

LORETTA BAKER has joined KALL Salt Lake City as member of continuity department, and **ELIZABETH CALDEN** has joined station's production staff.

SAM J. SLATE, acting head of BBC's New York program department, has been appointed program director. He succeeds **STEPHAN FRY**, who resigned last November. Mr. Slate will supervise all eastbound programs about America for British listeners and all westbound shows about Britain for America.

TONY WHEELER, formerly with WFIL Philadelphia, has joined announcing staff of WNBF Binghampton, N. Y.

BILL LINDSEY, formerly with KYUM Yuma, Ariz., has been named program manager of KYSC, new Sun Country Broadcasting Co. station now under construction at Yuma. **FRANCIS WAITE**, wife of Mr. Lindsey and formerly with KMPC Hollywood, also has joined KYSC as office manager.

ANDY BENEDICT, after radio work with the Army, has joined announcing staff of WNAR Norristown, Pa.

ROBERT EWING BROWN, Army veteran, has joined announcing staff of KTHS Hot Springs, Ark.

BUD RICE, formerly of WBAL Baltimore and WNEW and WHN New York, has joined announcing staff of WINX and WINX-FM Washington.

BILL DEMARSE, formerly of WROM Rome, Ga. and WHEC Rochester, N. Y., has joined WRNY Rochester, as announcer.

JOHN G. VROTSOS, former chief librarian of American Forces Network, has been appointed chief announcer at AFN Frankfort, Germany. He is a civilian employee of AFN and has been in radio for ten years, working as announcer at KGLO Mason City, Iowa, WKBB and KDTH Dubuque, Iowa.

ROBERT RAWSON, announcer at WIND Chicago, is the father of a girl, Judith Ann.

JERRY FIELDS, Merchant Marine veteran and formerly with KGFJ Hollywood and KFOX Long Beach, has joined KGER Long Beach, Calif., as record m. c.

ART LINKLETTER, m.c. of NBC "People are Funny" and CBS "House Party," is doing dramatic lead in transcribed "Hollywood Agent" for Skippy Theatre of the Air.

TOM PALMER Jr., formerly with WMVG Milledgeville, Ga., has joined WMOC Covington, Ga., as program director.

VERNE WILLIAMS, announcer at WNAC Boston, is the father of a boy, Scott.

WALTER SMITH, music librarian at KYW Philadelphia, is the father of a girl.

HELEN SUGG, freelance script writer, joins WROX Clarksdale, Miss., as continuity and promotion director, effective June 15.

BILL RYAN, veteran of AFRS, has joined announcing staff of WLBR Lebanon, Pa.

KEN CARSON has been signed to do singing commercials on five weekly ABC "Breakfast In Hollywood."

SID DORFMAN and **LARRY GELBART**, on writing staff of CBS "Joan Davis Show," have been signed in similar capacity for NBC "Jack Paar Show," summer replacement for Jack Benny.

ALEX PETRY, manager of NBC Hollywood music library, is the father of a boy, born May 20.

BILL GOODWIN, announcer-comedian, has been signed for major role in Enterprise film, "Wild Calendar," starring Ginger Rogers.

GEORGE A. GRAHAM Jr., writer-announcer of KOY Phoenix, and Jean Smith were married in Wickenburg, Ariz., May 17.

EVERETT FREEMAN, chief writer on CBS "Baby Snooks Show," and Rose Ann Murray, New York actress, have announced their engagement.

JOHN BISHOPRIC, formerly of CJCA Edmonton, has joined CBM Montreal, as announcer.

THIS IS CHEETA, KFH Wichita's assistant record m.c. Cheeta helps announcer Allan Dale by carrying records, barking on cue and doing odd jobs—and what's more, she works for less than union scale. It only goes to prove that radio is really going to the dogs.

CHARLES ARLINGTON, freelance announcer, has rejoined Don Lee Broadcasting System, Hollywood. He replaces **BILL HAWORTH**, resigned.

MARTHA WERNER, known as "G. I. Jill" on AFRS programs, is the mother of a girl, born May 20.

GENE BAKER has replaced **PAUL RICKENBACHER** as announcer on MBS "Heart's Desire."

FRANK WHISTON has joined CBM Montreal, as production assistant.

AL MAITLAND, veteran of Royal Canadian Navy, has joined announcing staff of CBO Ottawa.

HUNTER GALLOWAY, producer of AFRS Los Angeles, and Kay Swift, song writer, were married in Beverly Hills, Calif., May 17.

JOHN MURRAY, writer on NBC "Red Skelton Show," has written novel "Front Boy," to be published by Lippincott for winter release. **BEN FREEDMAN**, also writer on that show, is co-author of best-seller, "Mrs. Mike."

AL d'EON, veteran of RCAF and formerly with CJLS Yarmouth, N. S., has joined production staff of CHEF Granby, Que.

ORA HOWARD, known professionally as Joanne Taylor of "Fashion Flashes" program on KMBC Kansas City [BROADCASTING, May 26], has been re-elected president of Kansas City Women's Chamber of Commerce.

JACK GREGSON has been signed to conduct a three-hour "Disc Jockey Review" daily show on KSFO San Francisco.

BUDD HULICK, of radio pioneering team of Stoopnagle and Budd, has joined WCAP Asbury Park, N. J., doing one hour nightly show at 11 p.m.

DR. DAVID E. WEGLEIN has been appointed public service counselor of WBAL Baltimore.

ELAINE GERHART, member of program department at KYW Philadelphia, and Lt. Philip Hover, USNR, are to be married June 8.

MILDRED DIEGMILLER has joined WHBC Canton, Ohio, as secretary to **RICHARD NEHER**, program director.

BRUCE CHAPMAN, producer of the WOR New York "Answer Man" program, is the author of a book, "Why Do We Say Such Things" published by Miles-Emmett, New York.

TOM CAFFERTY, staff announcer at WGN Chicago, has resigned to join KDYL Salt Lake City, as program director.

NEW SERIES of "Congress Reports" program, featuring members of Congress, aired by WWDC Washington last year during Congressional sessions, has returned to the air on same station, Thur. 10 p.m.

Jasper Registration

(Continued from page 22)

G. F., All-Canada Radio Facilities; Hopps, Mr. and Mrs., CFRN; Houde, Dr. C., CHNC; Hunt, J. N., CKMO; Hutton, L. A. B., C. N. Telegraphs.

I

Irvine, C. L., Northern Broadcasting.

J

Jeffrey, G. D., CKPR.

K

Keyserling, R. W., British United Press; Killgore, H. Scott, Collins Radio Co.; Kern, George, Benton & Bowles Inc.

L

Lavoie, G. A. and Mrs., CJBR; Lepage, Paul, CKCV; Lanskail, R. B., RCA Victor Co. Ltd.; Laws, Don, CJOR; Lewis, R. G., Canadian Broadcaster; Linnell, A. P., C. N. Telegraphs; Leprohon, L. E. and family, CKSB; Lloyd, C. G., Canadian General Electric; Love, H. G. and Mrs., CFCN.

M

Malone, T. F., Adam J. Young Inc.; Mayne, L., Canadian Marconi Co.; Makepeace, F. G., CFRN; Maxwell, R., Empire Broadcasting Corp.; Miller, Judge Justin, NAB; Montagnes, Jas. and Mrs., BROADCASTING; Moore, L. and Mrs., CFRB; Molloy, P. and Mrs., Winnipeg; Murphy, A. A. and Mrs., CFQC; Murphy, W. A. and Mrs., CFQC; Murphy, Miss V., Radio Representatives; Myles, F. T., RCA Victor Co.; Murphy, H. O., CFQC; Moore, Miss Wilma, CJDC.

Mac

MacKenzie, A. R., All-Canada Radio Facilities; MacKinnon, L., CFRN.

Mc

McDermott, A. A., Horace N. Stovin & Co.; McGurk, P. A. and Mrs., Weed & Co.; McGillvra, J. H. and Mrs., J. H. McGillvra Inc.; McQuarrie, Athol and Mrs., Assoc. Canadian Advertisers; McQuilan, W., Cockfield Brown & Co.

N

Neill, D. Malcolm and party, CFNB; Neil, W. D., C. P. Communications; Nelson, G. B. and Mrs., CFQC.

P

Parsons, W. B., NBC Radio Recording Division; Passmore, C. M., McLaren Advertising Co.; Patterson, S. G., Rogers Majestic Ltd.; Pearson, H. E., All-Canada Radio; Peel, G. E. and Mrs., CJOR; Pescud, G. H., C. P. Communications; Phenner, L. E. and Mrs., Canadian Cellucotton Products, BBM; Pollet, Benjamin A., Compton Adv.; Pollack, C. A. and Mrs., Dominion Electrohome Co.

Q

Quinney, G. B., CFAR.

R

Rea, W. and Mrs., CKNW; Rea, Miss, CJAV; Rice, G. R. A. and Mrs., CFRN; Rogers, K. S. and Mrs., CFCY; Rogers, William K., CFCY; Rosenfeld, M., McLaren Adv.; Russell, R. S., Adam J. Young Inc.; Rawlinson, E. A., CKBI.

S

Scott, E. L., Broadcast Services, C. P. Communications; Scholfield, W. D., Canadian General Electric; Scott, G. Douglas, Director of Advertising, CAB; Schroter, E., Lt. Col., CJIB; Schroter, B. H., CJIB; Shaw, Fred, CFAC; Sherwood, A., Standard Radio; Shaw, J. A., CFCF; Sifton, Clifford and Mrs., Armadale Corp.; Slatter, J., Radio Representatives; Slaybaugh, C. C. and Mrs., Morse International; Smith, G. E. and Mrs. and party, CFOR; Soble, K. D. and Mrs., CHML; Souch, W. F., Canadian Marconi Co.; Snelgrove, R., CFOS; Speers, W., CKCK; Stovin, H. N., Horace N. Stovin & Co.; Stovin, W. H., CJBQ; Stuart, Miss Brickee, Horace N. Stovin & Co.; Sweeney, Jack, British United Press.

T

Taishoff, S. and Mrs., Publisher, BROADCASTING; Templeton, Gilbert, Templetons Ltd.; Thivierge, J. N., CHRC; Thomas, Miss H. A., Adam J. Young Inc.; Tomkins, T., BMI; Tonkin, G. E., CJRL; Tremblay, C. E., Canadian Marconi Co.; Trowhill, G. T. and Mrs., Chief of Traffic, C. N. Telegraphs.

V

Varcoe, Mr., Northern Electric Co.

W

Walker, H. S., RCA Victor; Watrous, Mrs. Pauline, Chicago; Weed, J. J., Weed & Co.

Y

Young, A. J. and Mrs., Adam J. Young Inc.; Young, B. and Mrs., CBC; Yuill, J. H. and Mrs., CHAT.

CANADA INDEPENDENTS' STORY

Newspaper Ads Supplement Radio in Campaign For Revision of Canadian Radio Laws

IN A SERIES of advertisements appearing in newspapers throughout Canada where there are member stations of the Canadian Assn. of Broadcasters, the independent commercial stations of Canada are telling their story to the public.

Supplementing the story being told on radio stations, the advertisements are timed to appear before, during and immediately after the presentation of the CAB brief to the Parliamentary Committee on June 3 at Ottawa (see story, page 42). First advertisement appeared in newspapers of May 28, and was headed "Are Crystal Set Radio Laws Good Enough For Canadians?"

Copy deals in general with the "jumble of hand-me-down legislation" from the early days of radio, and specifically with freedom of speech on the air. Copy reads: "There is no legal right to freedom of speech on the air in Canada. As matters stand, any 'government of the day' could prevent expresion by radio of any opinion other than its own. . . . The situation has arisen simply because the laws were made from time to time like a patchwork quilt.

"The independent commercial radio stations of Canada believe the Canadian radio listener will take lively interest in the suggestion that Canada's radio laws should be overhauled."

Other advertisements in the series will deal with freedom of choice, monopoly, control by government-of-the-day, and the CAB solution of a Parliament-appointed regulatory and licensing body.

Box on each advertisement states that the advertisement is one of series published by the 89 member stations of CAB, and names local member stations.

CBC Airs Politics

A SUMMER AND AUTUMN series of free political broadcasts has been announced by the Canadian Broadcasting Corp. for the western stations of Trans-Canada network. There are 30 quarter-hour broadcasts in the series, from May 21 to Dec. 10, with 12 broadcasts for the Liberals, 9 for the Progressive-Conservatives, 6 for the Co-operative Commonwealth Federation (socialist), and 3 for the Social Credit party. The series is entitled *The Nation's Business.*

AT & T Dividends

QUARTERLY DIVIDEND of $2.25 per share has been declared by American Telephone & Telegraph Co. Dividend is payable July 15, 1947, to stockholders of record at the close of business on June 16, 1947.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

The DOUBLE-DUTY STATION

WTCN MINNEAPOLIS
WTCN ST. PAUL

NOW—WTCN-FM!

ABC... plus High-listener locals!

FREE and PETERS
National Representatives

They, too, are MEN WHO KNOW HOW FROM EXPERIENCE... the associates of JOHN BLAIR, who already had an enviable background in radio and advertising when he founded John Blair & Co. 14 years ago. With complete confidence, we invite national advertisers and agencies to ASK A JOHN BLAIR MAN

JOHN BLAIR

KFEL DENVER
This is Mutual
5000 WATTS

Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937

The Lengthened Shadow of Men Who KNOW HOW From EXPERIENCE

SPONSORS

MAXWELL I. SCHULTZ, executive vice president of Adam Hat Stores, New York, has been elected president of company, succeeding **ELIAS LUSTIG**, president for 15 years, who has been elevated to new office of chairman of board and chief executive officer.

CLARENCE E. (Tony) HALE, advertising manager of Golden Gate Co., San Francisco (dairy products), has been named promotion and advertising manager. Added responsibilities include test market coordination, merchandising and sales programs and sales training.

CALIFORNIA FIG INSTITUTE, Fresno, Calif. (cooperative), members have recommended unanimously establishment of $100,000 industry advertising program for 1947-48 marketing season. Agency: Elwood J. Robinson Adv., Los Angeles.

PAN AMERICAN Cia. Argentina De Petroleos S. A., will sponsor new program, "Ruta Musical Pan Americana" starring Oscar Aleman, guitarist, effective June 1, Sun. 9:30-10 p.m., on Radio Splendid, chain of stations in Buenos Aires, for 16 weeks. Agency: McCann-Erickson, Buenos Aires.

NATIONAL PRESSURE COOKER Co. (Canada), Wallaceburg, Ont. (Presto cooker), has appointed Spitzer & Mills, Toronto. Plans are now underway for new campaigns.

GOOD HUMOR ICE CREAM Co., Los Angeles (mfgr.), June 15 starts six week spot announcement campaign on three San Diego stations, KFSD KGB KFMB. Agency: Barton A. Stebbins Adv., Los Angeles.

TECATE IMPORTERS Inc., Los Angeles (Tecate beer), has appointed Jere Bayard & Assoc., Los Angeles, to handle advertising. With annual advertising budget in excess of $250,000, radio will continue to be used along with other media.

W. K. BUCKLEY Inc., Canada (Buckley's Cough Mixture), has appointed New York office of Grant Adv. to handle domestic advertising. Company plans extensive campaign in U. S. beginning this fall utilizing radio and other media.

PHILADELPHIA BREWING Co., Philadelphia (Philadelphia Old Stock Beer and Ale), has appointed Booth, Vickery & Schwinn, New York, to handle advertising.

CITIZENS NATIONAL TRUST & SAVINGS BANK, Los Angeles (institutional), for third consecutive year, July 3 renews weekly 15-minute "Dr. Wallace Sterling-News Analyst" on KNX Hollywood. Contract is for 52 weeks. Agency: Hixson-O'Donnell Adv., Los Angeles.

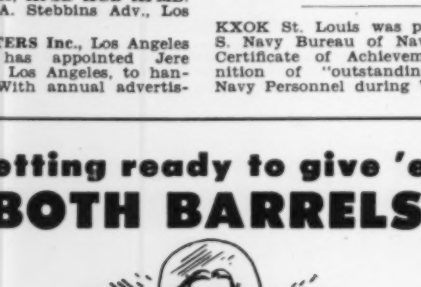
GILLETTE SAFETY RAZOR Co., Boston, will sponsor half-hour broadcast of U. S. Open Golf Tournament, June 14, 6-6:30 p.m. on ABC. Agency: Maxon Inc., New York.

MERIT CLOTHING Co., Mayfield, Ky. and **CLAUSSNER HOSIERY Co.**, Paducah, Ky. have completed series of chain-break and one-minute transcribed spots for dealer cooperative advertising. Agency: Prater Adv., St. Louis.

SOLARINE Co., Baltimore, Md. (household polishes), has appointed Courtland D. Ferguson Inc., Washington, to handle advertising. Radio will be used.

KXOK St. Louis was presented by U. S. Navy Bureau of Navy Personnel a Certificate of Achievement in recognition of "outstanding services to Navy Personnel during World War II."

getting ready to give 'em
BOTH BARRELS!



Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nightime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC

MBS Mutual Broadcasting System BMB

WFMR Offering Atomic Disc Programs at Cost

WFMR (FM) New Bedford, Mass., has scheduled a series of four 15-minute programs on atomic energy to begin in the near future, based on a group of articles written for the *Christian Science Monitor* by William H. Stringer. Radio adaptation of the articles is made possible by special permission of the *Monitor*. Series covers the possible future of atomic energy, a nuclear utility system, Atomic Energy Commission, and how atom power may be an aid to weather conditions, etc.

The station is offering the transcribed series or the scripts to any other station requesting them, on a cost plus shipping charge basis. Orders will be accepted until Monday, June 16. Cost is estimated to be $25 for transcriptions, plus express; $1.50 for the scripts complete. However, to make the material available at the lowest possible figure, the station will prorate cost on the basis of the total orders received by noon, June 16, and bill accordingly. Only credit required will be to the *Christian Science Monitor*, and it is understood that the series will be public service, non-commercial, as stipulated by the newspaper.

BROADCASTS of ABC "Breakfast Club" will originate from 58th St. Theatre, New York, for week beginning June 16, with exception of June 18 broadcasts which will be staged before audience of Philco dealers in Atlantic City, N. J., at corporation's annual convention. Philco Corp. sponsors 8:45-9 a.m. (CDST) portion of show.

20TH YEAR with same sponsor and his 20th anniversary as an entertainer at WNAX Yankton, S. D., bring the broad smile from Happy Jack O'Malley. Cake is incidental. May 10, anniversary day, Happy Jack appeared on other programs, entertained George W. Gurney of Gurney Seed and Nursery Co., long time sponsor, and enjoyed 1½-hour special broadcast party with WNAX gang.

NETWORK ACCOUNTS

New Business

PAR SOAP Co., Oakland, Calif. (soap), June 23 starts for 52 weeks "Kate Smith Speaks" on 43 Don Lee Pacific stations, Mon., Wed., Fri., 9-9:15 a.m. (PST). Agency: Brisacher, Van Norden & Staff, San Francisco.

Renewal Accounts

SIGNAL OIL Co., Los Angeles, June 9 renews for 52 weeks "The Whistler" on 16 CBS Pacific stations, Mon. 8-8:30 p.m. (PST). Agency: Barton A. Stebbins Adv., Los Angeles.

ROBIN HOOD FLOUR MILLS, Toronto (flour), Aug. 18 renews to May 14, 1948, Claire Wallace's "They Tell Me" on 30 Trans-Canada network stations, Mon., Wed. and Fri. 1:45-2 p.m. Agency Young & Rubicam, Toronto.

TUCKETT Ltd., Hamilton (cigarettes and tobacco), Sept 17 renews for 39 weeks "Curtain Time at Buckingham Theatre" on 39 Dominion network stations, Wed. 9:30-10 p.m. Agency: MacLaren Adv., Toronto.

IMPERIAL TOBACCO Co., Montreal (Sweet Cap cigarettes), July 4 renews to Sept. 26 "Light Up and Listen" on 35 Dominion network stations, Fri. 9-9:30 p.m. Agency: Whitehall Broadcasting, Montreal.

BRISTOL-MYERS Co. of Canada, Montreal, (Ipana, Vitalis, Trushay, Ingram's shaving cream), Sept 24 renews for 39 weeks "Duffy's Tavern" on 35 Dominion network stations, Wed. 9-9:30 p.m. Agency: Ronalds Adv., Montreal.

Net Changes

PROCTER & GAMBLE Co., Cincinnati (Camay), June 28 drops "This is Hollywood" on CBS, Sat. 10:15-10:45 p.m. Agency: Pedlar & Ryan, New York.

EVERSHARP Inc., Chicago, July 27 switches "Take It or Leave It" from CBS, Sun. 10-10:30 p.m., to NBC, same day and time. Program goes into period currently occupied by the Procter & Gamble "Drene Show" which is being discontinued July 20. Agency for Eversharp is the Blow Co., New York.

LUDEN'S Inc., Reading, Pa., June 15 drops "Hoagy Carmaichael Show" on CBS, Sun. 5:30-5:45 p.m. Agency, J. M. Mathes Inc., New York.

EMERSON DRUG Co., Baltimore, switches rebroadcast time of "Inner Sanctum" on CBS, Mon., from 12:30-1 a.m. to 12-12:30 a.m. Early broadcast is Mon. 8-8:30 p.m. Agency: BBDO, New York.

WILLIAM R. WARNER & Co., New York (pharmaceuticals), June 22 switches "Jean Sablon Show" on CBS, from Sat. 7:45-8 p.m. to Sun. 5:30-5:45 p.m. Agency: Kenyon & Eckhardt, New York.

MARS Inc., Chicago, July 7 switches "Dr. I. Q." from Mon. 10:30-11 p.m. to Mon. 9:30-10 p.m., into spot being vacated by Socony-Vacuum "Victor Borge Show" which is being discontinued. Mars agency is Grant Adv., Chicago.

LEVER BROS., Cambridge, Mass. (Rinso), June 3 for 17 weeks replaces "Amos 'n Andy" with "Call the Police" on 148 NBC stations, Tues. 9-9:30 p.m. Agency: Ruthrauff & Ryan, New York.

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

FCC Actions

(Continued from page 58)

May 28 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

Paul F. Braden, Middletown, and I and E Bestg. Co., Dayton, Ohio—Announced adoption of proposed decision looking towards grant of application of Paul F. Braden for new station at Middletown 910 kc 1 kw D, cond.; and denial of application of I and E Bestg. Co. for same facilities at Dayton.

Hearings Before FCC . . .

JUNE 3
Further Hearing

KMAC San Antonio—License renewal. Also CP 630 kc 5 kw unl. DA-2.

JUNE 4
AM—Hearing

To be held before Commission en banc in matter of promulgation of rules and regulations and standards of good engineering practice concerning daytime skywave transmissions of standard stations.

Harry Maizlish Honored By UN at N. Y. Luncheon

LUNCHEON honoring Harry Maizlish, general manager, KFWB Hollywood, was given Wednesday in New York by Benjamin Cohen, Assistant Secretary General of the United Nations in charge of public information.

Mr. Cohen pointed out that KFWB had actively supported UN by special programming and said that the station had set an example for U. S. broadcasters in broadcasting information about the UN as it pertained to local U. S. communities.

Members of the UN information staff, including Christopher Cross, U. S. radio liaison officer, and trade press editors attended the luncheon.

Cites TV Role

"TELEVISION will impose absolute honesty upon its advertising," Paul Mowrey, ABC national director of television, said May 27 at a luncheon at Town Hall Club, New York. This is so, he explained, "because misleading words and overstatements cannot survive the acid test of actual demonstration of the product."

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD—117 West 46th Street, New York, N. Y.

The Mighty Scoville

BY HEROIC effort of Ed Scoville, CBS Washington director of special events, the softball game between WTOP and NAB May 24 was won by the CBS station. In making the winning play, Mr. Scoville slid into second base with such force that he fractured his arm. Up to this point, it's a good story. Only hitch is that at the time of Mr. Scoville's masterful play, the score was 33-4, favor WTOP, at the end of the seventh inning. No one else but Mr. S. seemed worried that NAB might take the lead. He will be out of play but not out of office the rest of the season.

DEALERS WANT CHEAPER TELEVISION RECEIVERS

BETTER PROGRAMS and lower-priced sets are television's greatest needs at the moment, according to some 800 television receiver dealers who answered questionnaires distributed at this spring's Television Institute conducted by *Televiser Magazine* at New York's Hotel Commodore.

Prices on table models, the best sellers today, should run from $200 to $300, the dealers said, instead of the current price range of $250 to $400. For a combination video, AM, FM and phonograph set, now priced at $800 to $2,500, they thought $500 would be about right, with video consoles perhaps running as high as $750 for an all-purpose set.

Lack of daytime programs was cited as a major handicap to video set sales by the dealers, 26.1% of whom suggested continuous programming from 10 a. m. to 10 p. m.; 39.5% asked for programs from 10 a. m. to noon and 2-5 p. m., while 33.6% said they'd be satisfied with programs from 1-6 p. m. Television's sports offerings seem to be the main attraction for receiver purchasers, the retailers said.

Other hurdles in selling video sets today in the New York area were listed as: Refusal of apartment houses to permit antennas to be installed on their roofs; high cost of antenna installations; poor quality of programs; lack of sets for early delivery; small size of screens. Present practice of manufacturers installing and servicing television sets was favored by 44% of the dealers, with 35% opposed and 21% undecided.

TV Film on Safety

AUTOMOTIVE Safety Foundation will sponsor a television film which ABC will start preparing soon. Film will depict safety programs under way in various parts of the country. It will be released late in the summer.

Skywave Hearing Postponed To Allow Full Preparation

REPORTEDLY to give some of the 37 participants additional time to prepare their cases, FCC last week ordered postponement of the daytime skywave hearing from today, June 2, to Wednesday.

An engineering battle over the existence and effect of daytime skywave emissions is expected.

The battle will be between clear channel stations, which claim daytime skywave should be recognized and that they should be protected from it, and grantees and applicants for daytime or limited-time use of clear channels. Hearing will be held at Conference Room B, Departmental Auditorium, 13th and Constitution Ave., N. W., Washington, beginning at 10 a. m.

It is not expected that the full Commission will attend the hearing since Chairman Charles R. Denny and certain other Commissioners may be in Atlantic City at the International Radio Conference. In Mr. Denny's absence Acting Chairman Ray C. Wakefield would preside.

Clear Channel Broadcasting Service, which first petitioned for an investigation of daytime skywave, was made a party to the proceeding when the hearing was ordered [BROADCASTING, May 12]. CCBS will represent its following members, all clear channel stations: KFI WFAA WSM WHAS WHAM WJR WOAI WBAP WCAU WWL WHO WSB WGN WLW WLS KDKA.

The others which have indicated formally they would participate:

NBC (WNBC New York); CBS (WCBS New York); WQXR New York; WJMJ Philadelphia; WSVS Crewe, Va.; WCKY Cincinnati; KFEQ St. Joseph, Mo.; WCNT Centralia, Ill.; WHAS Louisville; KFBI Wichita; KSKY Dallas; WARL Arlington, Va.; KSL Salt Lake City; WCPS Tarboro, N. C.; WCFL Chicago; KSTP St. Paul; WLAC Nashville; WLDS Jacksonville, Ill.; WSIV Pekin, Ill.

Gate City Broadcasting Co., Keokuk, Iowa; Scenic City Broadcasting Co., Middletown, R. I.; Vincent Lukas, Hamtramck, Mich.; Home News Pub. Co., New Brunswick, N. J.; Family Broadcasting Co., Minneapolis; Kewanee Broadcasting Co., Kewanee, Ill.; Mississippi Broadcasting Co., Starkville, Miss.; Four States Broadcasting Co., Hagerstown, Md.; Loraine-Journal Co., Loraine, Ohio; Mansfield Journal Co., Mansfield, Ohio; Hillsdale Broadcasting Co., Hillsdale, Mich.; Community Broadcasting Service, Alquippa, Pa.; Fred H. Whitley, Kannapolis, N. C.; Goodland Broadcasting Co., Goodland, Kan.; Southeastern Broadcasting Co., Clanton, Ala.; Southwestern Broadcasting Co., North Little Rock, Ark.; Oklahoma A. and M. College, Oklahoma City.

MBS has indicated that it will attend as an observer.

Stuart Stations
CHARLES T. STUART PRESIDENT AND, EXECUTIVE DIRECTOR
EXECUTIVE OFFICES, STUART BUILDING, LINCOLN, NEBRASKA
5000 WATTS 1290 KC SEE PETRY — KOIL — OMAHA & CO. BLUFFS BASIC ABC
NEBRASKA'S NO. 1 MARKET
1240 KC SEE PETRY — KFOR — LINCOLN BASIC ABC
NEBRASKA'S NO. 2 MARKET
5000 WATTS 1130 KC SEE AVERY-KNODEL — WDGY — MINNEAPOLIS ST. PAUL
MINNESOTA—AND THEN SOME
Service Performance Results

Unique radio program uncovers facts, figures, fictions and people in world's biggest, busiest city.

"THIS IS NEW YORK"

8:30 A.M. Early-morning work-session plans day's assignments. In addition to Leonard, program employs four reporter-writers, two secretaries.

11:00 A.M. "This is New York" staff visits fire houses and police stations throughout city, finds them prolific source of human interest material.

12:30 P.M. Recipes submitted by listeners are selected for broadcast on "This is New York" only after bonafide test in the Leonards' kitchen.

3:00 P.M. Doormen, like cab drivers, are always full of news. "This is New York" jeep, Leonard at the wheel, is familiar sight on city's streets.

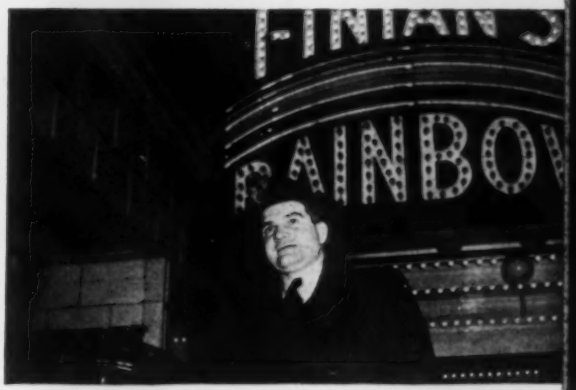
A three-alarmer breaks out in Brooklyn...The curtain goes up on a Broadway first night... A police siren pierces the Manhattan dawn...A celebrity sweeps through the town.

The following morning, New Yorkers who are tuned to "THIS IS NEW YORK, Bill Leonard Reporting" (9:15-10:00 A.M.) get a *first-hand* account of the incident, and frequently meet the people involved!

Leonard and his staff of newswise reporters have been providing this unique, personalized radio service for more than a year now. Equipped with tape recorders for on-the-spot interviews, they cover New York *24* hours a day, *7* days a week.

Daily, Bill brings before the mike a popular personality; reviews the news; passes judgment on a current book, play, or movie; tosses table tips to gourmets; proffers a platter or two of delightful music. To his legion of fans, he's a one-man Chamber of Commerce... an indisputable authority on their home town!

And for the participating sponsors on his program, he's a skillful, effective salesman. A few participations are still available. If you're interested, WCBS or Radio Sales will gladly supply full details on "THIS IS NEW YORK".



4:30 P.M. Portable tape recorder, used frequently for "outside" interviews and coverage, catches screen star Eddie Albert singing ditty from Alice in Wonderland. Program's guests are drawn from every sphere of activity, reflect the multitude of events in entertainment, culture, education, science, sports, industry and public affairs which occur in New York City daily.

(Top) **7:00 P.M.** Daily research into city's restaurants reveals features like "Pierre's" Wine Room. *(Bottom)* **11:00 P.M.** A well-known figure at all Broadway openings, Leonard has won reputation as radio's keenest, most objective critic.

9:15 A.M. THE FOLLOWING MORNING. YESTERDAY'S ACTIVITIES ARE PORTRAYED VIVIDLY ON "THIS IS NEW YORK, BILL LEONARD REPORTING".

KFMB
sells
SAN
DIEGO

San Diego Shoppers are intensely loyal to San Diego stores and "shop" to the tune of $246,694,400 a year—you can reap PLUS sales in this prosperous market with KFMB—reaching these buyers from "within".

KFMB

• Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

BROADCASTING
IS
BASIC WITH
BUYERS

THE BEST
BUY (FAR)
IN THE TRADE
PAPER FIELD

Bill Opposition

(*Continued from page 16*)

One network's official pointed out that in practice networks which built strong blocks of programs might encourage affiliates to accept them for longer than the two-hour periods. But the uncertainties inherent in such an arrangement would inhibit sales of time, it was feared, since without options networks could not guarantee the precise number of stations which would carry the network programs beyond the two-hour limit.

Another official expressed the view that under that kind of arrangement, small stations would be likely to accept more than two consecutive hours of network programming, but that large ones, willing and eager to sell local shows, would be apt to reject network programs broadcast at times which were not under option.

A general feeling of dissatisfaction with sections of the proposed legislation was evident at network headquarters, and it seemed doubtless that the major companies would voice active opposition to these sections in the hearings which are scheduled before Congressional action is taken.

One network executive regarded the bill as "something of a catchall," and he indicated that he thought it hardly seemed capable of clarifying radio regulations, as the industry had hoped it would.

While it was generally conceded that the bill in its present form presents many sources of controversy, it was felt in many quarters that despite its controversial points it does provide a "starting point" from which needed and improved legislation may be fashioned if the industry will approach the task constructively.

NAB withheld comment, but is expected to take a stand on the measure after the Legislative Committee meets Thursday at NAB headquarters in Washington. President Justin Miller, Executive Vice President A. D. Willard Jr. and General Counsel Don Petty are studying the bill and will have an analysis ready for the committee.

First informal reactions at NAB were that while the bill to some extent trims FCC control over programming and business, it needs strengthening at many points to insure protection of the right of free speech. Members of the NAB committee are:

J. Harold Ryan, WSPD Toledo, chairman; Wayne Coy, WINX Washington; Don S. Elias, WWNC Asheville; Herbert Hollister, KBOL Boulder, Colo.; Clair R. McCollough, WGAL Lancaster; Joseph Ream, CBS; Frank M. Russell, NBC; G. Richard Shafto, WIS Columbia, S. C.; Robert D. Swezey, MBS; O. L. (Ted) Taylor, KGNC Amarillo; Louis Wasmer, KGA Spokane; Joe B. Carrigan, KWFT Wichita Falls, Tex.

The Radio Correspondents Assn., meanwhile, in a meeting last Wednesday directed its executive board to make a study of the bill's provisions requiring that in newscasts and commentaries the source of the material must be identified, and that editorial and interpretive comments shall be identified as such. Members of the board include: Bill Henry, CBS; Albert Warner, MBS; Elmer Davis, ABC; William R. McAndrew, NBC; Francis W. Tully, Yankee Network; George Marder, UP Radio; G. W. Kingsbury, WLW Cincinnati and WINS New York; Rex Goad, Transradio.

Loser in Allentown-Easton Decision Cites Service Need

FCC WAS told last week that it should consider the amount of FM service available in passing upon AM applications in given areas.

Easton (Pa.) Publishing Co., new AM applicant which lost a proposed decision to Allentown (Pa.) Broadcasting Corp., filed exceptions and asked for oral argument, declaring:

Sec. 307 (b) [of the Communications Act] admonishes the Commission to "make such distribution of licenses, frequencies, hours of operation, and of power among the several states and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same." Significantly, "radio service" is not restricted to that furnished by standard broadcast stations and it must, therefore, be held also to comprehend radio service furnished by frequency modulation stations.

True, the Commission has, to date, apparently ignored FM stations in attempting to achieve an "equitable distribution of radio service," but that is beside the point in the light of the express instructions contained in the Act. Furthermore, the similarity of the types of radio service rendered by AM and FM stations is such as to require their joint consideration from the standpoint of the programs which are made available to the public.

The petition asserted that the Easton-Phillipsburg area has one AM station (250 w, fulltime) and one Class A FM outlet, while the Allentown-Bethlehem area has three AMs (5 kw fulltime, 1 kw daytime, and 250 w daytime) and four Class B and one Class A FM authorizations.

The proposed decision was based on Sec. 307(b), holding that Allentown is three times the size of Easton and, counting the adjacent Bethlehem area, about five times as large as Easton. The decision said Easton has one fulltime AM station (WEST) while Allentown has one fulltime outlet (WSAN) and has been granted a daytime station. Comparing the cities' sizes and existing AM service, FCC said Sec. 307(b) would be better served by a grant to Allentown [BROADCASTING, May 5].

Easton Publishing Co., publishers of the *Easton Express*, contended that Easton is the center of a "solidly built up community" which has twice the population of Easton's 33,500 and that it should be considered as such. In its brief, filed by Eliot C. Lovett, Washington attorney, the company also argued that Allentown and Bethlehem should be considered together and that, in comparison with the Easton area, radio services in Bethlehem should be counted as services in the Allentown-Bethlehem area.

The applications were for 1230 kc with 250 w fulltime. In addition to proposing to grant the Allentown Broadcasting application and deny Easton Publishing Co.'s, the Commission anticipated denials of the two other mutually exclusive applications in the proceeding: (1) that of Steel City Broadcasting Co. of Bethlehem, seeking a new station at Allentown, and (2) WEST, requesting a shift from its present 1400 kc with 250 w fulltime.

Allentown Broadcasting, winner of the proposed grant, is headed by Lewis Windmuller of Washington, D. C., who with his wife owns 74%. Minority stockholders include Lynne C. Smeby, consulting radio engineer (3.7%), and Carl H. Butman, radio consultant (5.7%), both of Washington.

Ad Club Elects

THOMAS H. A. LEWIS, vice president in charge of radio and Hollywood operations for Young & Rubicam Inc., has been elected president of Hollywood Advertising Club for 1947-48 term, effective June 1. He succeeds Walter Van De Kamp, president, California Adv. Agency, who automatically becomes member of new board of directors.

HAWAII'S FIRST STATION
KGU
NBC
IN THE
PACIFIC
SINCE
1931
HONOLULU
Affiliated with THE HONOLULU ADVERTISER · Represented by THE KATZ AGENCY, INC.

ANNUAL CHANCE to say hello to his sponsor was afforded Jean Hersholt (seated), who plays title role in CBS' *Dr. Christian*, when he took his show from Hollywood to New York for six weeks. Standing (l to r) are: H. K. McCann, president of McCann-Erickson Inc., agency handling account; Rosemary DeCamp, who plays Judy in show; Basil L. Emery, vice president and director of advertising and sales for Chesebrough Manufacturing Co., Consolidated, the sponsor; Mrs. McCann, and Arthur B. Richardson, president of Chesebrough.

Circuses Placing Spots On N. Y. Area Stations

THE YANKEE STADIUM Rodeo and Thrill Circus and the Roy Rogers Thrill Circus both have turned to New York radio in intensive campaigns to promote their New York run.

The Yankee Stadium rodeo concern, through Jerome Layton, New York, has placed approximately $24,000 worth of radio billing in minute and half minute spots totaling about 350 per week on nine New York independent stations and WPAT and WAAT in New Jersey. Campaign started May 18 and runs to June 7.

The Roy Rogers Thrill Circus, through Blaine Thompson Co., New York, has placed more than $27,000 worth of radio billing using one minute and 15 second spots and newscasts on: WCBS WNBC WJZ WOR WMCA WHN WINS WNEW WAAT and WQXR. Contract which calls for 146 spots on all the stations weekly, started May 27 and will run through June 20.

Good Returns

TUCK'S TRANSFER, cartage firm of Moncton, N. B., recently started Sunday afternoon quarter-hour musical program on CKCW Moncton. After first broadcast, the firm received phone orders Monday morning, before 9:30 a. m., for business amounting to more than twice the cost of the entire three months' contract for the program on CKCW.

Radio Columns

INDICATION of the rising interest of the press in radio has become apparent. *Newsweek* magazine began in its May 26 issue a weekly radio review column, *The New York Times* began a daily radio news column on May 19 and Associated Press was reported experimenting with a daily radio column. Jack Gould, *Times* radio editor, writes new *Times* column.

Up-to-the-minute

Directories of AM · FM · TV Stations

with weekly addenda supplements are included in the services of

RADIO NEWS BUREAU

Martin Codel, *Editor*

Publisher of:

Television Digest and FM Reports

1519 CONNECTICUT AVE. N.W. • WASHINGTON 6, D. C.

Radio Is Defended In Ratner Article

'McCalls' Feature Explains Crime Show Problems

"THE PROBLEM of the mystery-crime radio shows is a problem which must be shared, and solved, both by broadcasters and parents," says Victor M. Ratner in his article "Crime Wave on the Air Waves," scheduled for appearance in the July *McCalls*.

Mr. Ratner, former CBS promotion manager, delves into the whole problem of crime shows, citing the increasing number, the reasons for the uptrend, the inherent faults in many of the shows, and possible solutions.

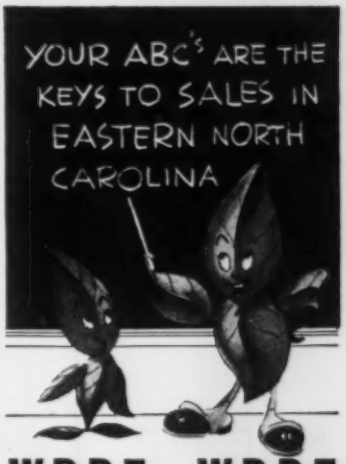
As evidence of his article's title, Mr. Ratner points out that "in the past two years, the number of mystery-crime programs on the four major networks has almost doubled. And they are more likely to increase than diminish." The reasons, according to the author: (1) sponsors find them less expensive to put on the air than more elaborate radio features; (2) lots of listeners like these programs. What's more, it's no longer a case of "children's programs" vs. "adult programs," he says, "for research shows that virtually as many children under 18 years of age listen to the radio after 9 p. m. as before it; and that holds true even when only children under 12 years of age are counted."

More Violent

Radio crime stories are far more violent than books or movies, says the author, largely because they are squeezed into such tight little pieces of time and there seems to be no time for anything but action, with almost no details of character or incident to spread the violence thinner. A half hour program, says Mr. Ratner, may contain as many as eight murders. This makes murder seem very casual, he says, and almost always, it is murder with no sense of pity indicated anywhere.

The broadcasters, according to Mr. Ratner, have a definite area of responsibility toward correcting these faults. The self-imposed code being talked about goes part of the way, but questions of taste or art cannot be solved by codes. "And," he adds, "any code takes a long time to develop, so it will solve no parent's radio problem today."

The majority of children are not harmed by these shows, says the article, the much more serious problem is not "what" they listen to but how "much." Radio, according to the author, should not be allowed to cut into the development of the child's other skills, but should take its proper, limited place in their life. This part of the problem, says Mr. Ratner, is the parents' responsibility.



WRRZ 1000 WATTS, 880 KC CLINTON, N. C.

WRRF 5000 WATTS, 930 KC WASHINGTON, N. C

Outstanding regional and local programming plus the top programs of ABC keep the dials in Eastern North Carolina tuned to WRRF and WRRZ. The primary daytime listening area of these two regional stations is composed of 31 counties in the heart of the bright leaf tobacco belt, considered one of the richest agricultural areas in the nation.

The 922,353 persons in this wealthy market listen to their regional Tar Heel stations, WRRF and WRRZ. The staff of the Tar Heel Broadcasting System will back up your sales program in Eastern North Carolina with comprehensive, effective merchandising. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

TAR HEEL BROADCASTING SYSTEM, INC.

Washington, North Carolina

National Radio Representatives

FORJOE & CO.

New York • Chicago • Los Angeles

Hon. J. B. Peters

Kastor, Farrell, Chesley & Clifford

New York City

Dear Jack:

Everyone's sayin', "WCHS—For Public Service". I just saw a story on the news wire . . . "Ten schools in Kanawha and adjoining counties have been selected to receive awards totalling $375 in cash from station WCHS for participation in the CBS American School of the Air in conjunction with school work during the past year . . ." You probably heard about the all expense trips we awarded last month to individual students in connection with our School of the Air promotion. I reckon folks will keep on sayin', "WCHS —For Public Service"!

Yrs.

Algy

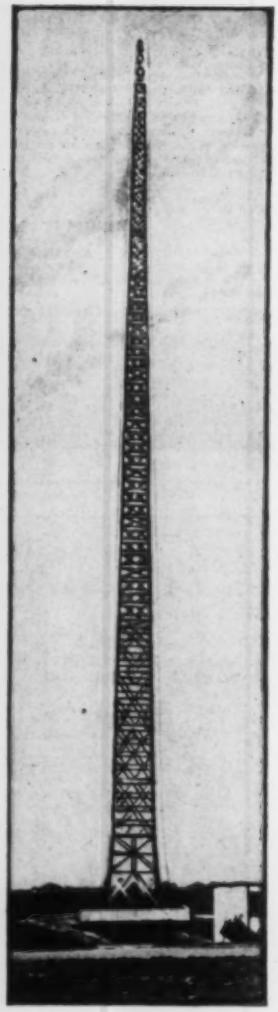
WCHS

Charleston, W. Va.

Lehigh

Invites Your Inquiries for

AM-FM TV TOWERS



LEHIGH 414 FOOT AM-FM TOWER WSPA SPARTANBURG, S. C.

•

LEHIGH STRUCTURAL STEEL CO.

17 BATTERY PL.
NEW YORK 4, N. Y.

•

PLANT AT ALLENTOWN, PENNA.
OFFICES IN PRINCIPAL CITIES

House Concedes to Senate Labor Bill

Politics Influencing Pending Decision, GOP Admits

HOUSE MEMBERS of a Joint Labor Committee made major concessions last week in the interests of a bill which, at the least, can be passed over a Presidential veto.

After disclosures that the House members would be willing to make the Senate "mild" labor bill the basis for final compromise, the conference group retired into almost complete secrecy. Reports that concessions to "expediency"—that is, the White House — were being made nettled the conferees and drew talk of a deadlock which may delay final decision for another week.

To date the House members, led by Rep. Fred A. Hartley, Jr. (R-N. J.), have agreed to drop three major curbs—against industry-wide bargaining, a provision permitting the issuance of injunctions against strikers, and a ban on mass picketing.

Political considerations were tacitly admitted to be influencing the pending compromise. Republicans close to Sen. Robert A. Taft (R-Ohio), chairman of the Senate Labor Committee, admitted that his treatment of the labor bill is conditioned by 1948 considerations. At the same time, however, they claim that the unions do not control a critical number of votes, so that any White House action looking toward capturing a labor vote can be discounted in the construction of legislation.

The willingness of House conferees to compromise has stirred some resentment among advocates of the House "tough" labor bill, but concessions already made by House members have indicated a possibility of success which conferees feel cannot be overlooked if there is to be a labor law this year.

There has been a persistent increase of reports from the direction of the White House pointing to a Presidential inclination to look more favorably upon a labor bill such as was approved by the Senate. Some GOP quarters have interpreted these reports as a hint that the President would be willing to sign a measure which incorporates some suggestions President Truman himself has made. In addition, some of the President's advisors feel that union vote control is exaggerated. Their argument is not whether the unions can swing a large bloc of votes on the strength of the kind of labor legislation the President is willing to accept, but whether the final bill is tough enough to raise real resentment in the rank and file of labor.

The White House also appears anxious to avoid making labor a campaign issue, which it would be if the fight over legislation is not resolved before Congress recesses this summer.

OHIO STATE SENATOR DEMANDS RADIO TIME

DEMAND by State Senator Howard Metzenbaum, Democrat, for time on a dozen stations confronted Ohio outlets last week. He asked time to answer Gov. Herbert's monthly transcribed reports to the people, threatening to complain to the FCC.

He called the gubernatorial talks "political and controversial material" emanating from the Republican State Committee.

Broadcasters who carried the talks indicated the Communications Act did not apply since the Governor spoke in his official capacity and no campaign is in progress.

Paul W. Reed, manager of WFAH-FM Alliance, which carried the talks, informed the Senator he would carry rebuttal material if produced "by a spokesman of the Democratic party who holds equal political rank with the Governor of Ohio and whose statements will hold equal interest to the people of Ohio.

AIR SHIP-TRAIN CONVERSATION

Dignitaries Aboard British Liner, GM 'Train of Tomorrow' Join in WGN-MBS Broadcast

HISTORIC BROADCAST, in which two-way conversations took place between a General Motors executive on General Motors' "Train of Tomorrow" and dignitaries aboard the *Queen Elizabeth*, was presented May 28 over WGN Chicago and MBS.

Special feature actually was transcribed May 27 for broadcast the following afternoon, and originated from the train as it made its press run between French Lick, Ind. and Chicago. Luxury liner at that time was approximately 1,800 miles out of New York enroute to England.

Cyrus R. Osborn, General Motors vice president, talked with personalities aboard the *Queen Elizabeth* including Sir Alexander Cadogan, permanent British UN delegate; Leo Carroll, stage and screen actor; (Babe) Didrickson Zaharias, prominent sports figure, and others.

In establishing contact with the ship WGN-MBS used an extensive relay system. Signal from the train was picked up at a relay point in Calumet City, Ind., on a central station receiver then relayed to WGN via telephone lines. It was sent, in turn, via the network's land wires to New York where it was re-transmitted to the *Queen Elizabeth* at sea. With use of the duplex system, by which receivers on both train and ship were simultaneously kept on the air, and two WGN experimental high frequencies, 156 and 161 mc, speakers were able to exchange greetings and interrupt each other.

Robert F. Hurleigh, WGN news director, who conducted program, and Jack Paige, special events director of MBS, also described the train's many innovations, including the "astradome" which gives passengers a combined view of sky and countryside. Mr. Hurleigh interviewed Mr. Osborn, who told listeners of the research, over a four-year period, that went into the development of the "Train of Tomorrow." The GM official supervised the construction of the new four-car train.

LOUIS G. COWAN Inc., New York, has moved to larger quarters and is now located at 485 Madison Ave. New telephone number is Plaza 9-3700.

Atlanta's Most Modern Station

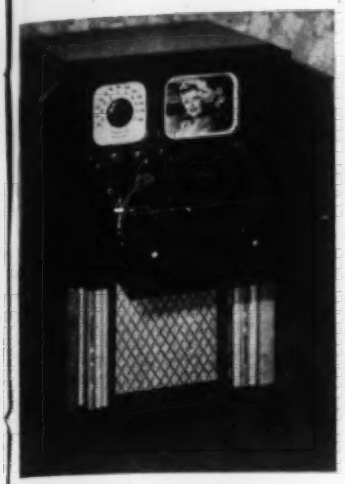
WBGE

Atlanta's Only 24 Hour Station

Studios and General Offices
Georgian Terrace Hotel

Mike Benton, Pres. Maurice Coleman, Gen. Mgr.

General Broadcasting Company



ALREADY in production and scheduled to reach dealers in television areas this month is this General Electric television-radio-phonograph combination (model 802). Receiver is designed to sell for approximately $750, according to Receiver Division of General Electric Co., Bridgeport, Conn.

Technicians Get Scale Raise in WFIL Contract

A NEW CONTRACT was signed for technicians at WFIL Philadelphia with American Communications Association, CIO, Broadcast Local 1. The new agreement provides for minimums for technicians from $57 to $97 after eight years' service. Old scales ran from $43 to $82.

The contract bears termination date of April 15, 1948, but wages are subject to reopening December 15 of this year, with, however, any changes arrived at through negotiations in December not becoming effective until the following April 15.

It was signed for the station by Stewart Hooker, negotiator, for Philadelphia Inquirer Division of Triangle Publications Inc., owner of WFIL and for the union by its president, Charles W. Robinson.

Alabama Premium

PLASTIC holder for match books has been sent to the trade by WSGN Birmingham. The holder bears the legend: "WSGN—Alabama's Best BUY Far."

Philco Introduces $395 Television Set; Training Servicing Personnel

PHILCO has just introduced its first television receiver, incorporating electronic control, a 10-inch picture and automatic tuning. The set will sell for $395 plus $45 for installation charge.

Although no public announcement of the new Philco model will be made for the present the company is inaugurating a sales and service training campaign in the Philadelphia area with the idea of using the trainees there to introduce the sets in other parts of the country when it is introduced generally.

Company officials said that there was no production problem on the sets and that they would be ready to go into large scale production as soon as sufficient servicing and sales personnel were trained.

Local Concentration

The model, No. 1000, was announced last week by James H. Carmine, vice president in charge of merchandising.

"In presenting the first Philco television receiver ever offered to the public we are concentrating our sales and installation program in the Philadelphia television area for the present," Mr. Carmine declared. "To outline our television sales and installation program we held two meetings at the end of last week," he continued. "These meeting were attended by Philco dealers from the Philadelphia television areas." Speakers included: Larry E. Gubb, chairman of the board; John Ballantyne, president; Thomas A. Kennally, vice president in charge of sales; John M. Otter, general sales manager; Sol Schiff and John Moran, the general manager and sales manager, respectively, of Philco Distributors Inc., of Philadelphia.

At these meetings Mr. Carmine explained the policy of limiting sales and installations of television receivers in the Philadelphia area for the present. He said the company intends to utilize the area as a training ground.

This training program, already under way for several weeks in Philadelphia is two-fold. One phase of it is training all dealers with qualified service organizations in the installation and maintenance of the new receivers. The second part is a sales training plan to prepare Philco dealers and their salesmen to sell the new receivers.

"To help dealers in demonstrating and selling the new receivers we are holding a continuing series of sales training meetings to run in conjunction with the service schooling and field training," Mr. Carmine said. "In addition Philco television station WPTZ Philadelphia, already broadcasting regular afternoon and evening programs will further increase its schedule of telecasts."

He emphasized that no public announcement of the new Philco model will be made until the local dealer sales and service organizations are thoroughly trained.

Set Features

Features of the set include the Philco electronic control, a development that the company says brings the user a clear steady picture in sharp focus, the moment he switches the tuning control to the channel he wants. They claim the electronic circuit brings in each station precisely tuned with pictures automatically focussed and the television picture stays synchronized and in focus without attention from the user. They boast the development of simplified tuning of which there are only five manual controls. An automatic level control keeps the pictures sharp and brilliant and the sound clear and strong despite signal variations.

The set is incorporated in a mahogany table and is 20½ inches high, 22¾ inches wide and 19-9/16 inches deep.

Gifts Showered as Tyson Marks 25 Years at WWJ

DETROIT CITIZENS, from Mayor Edward J. Jeffries on down, paid tribute to and showered gifts on Ty Tyson, WWJ Detroit sports editor, in honor of his 25th anniversary with the *Detroit News* station last Monday [BROADCASTING, May 26].

The mayor started things off with an official proclamation designating May 26 as "Ty Tyson Day." After a full day of broadcasts and interviews, Mr. Tyson attended a banquet given by 125 of his old friends and received a variety of gifts, which included an RCA television receiver from WWJ, a gold lifetime pass from the Detroit Tigers, a silver cigarette box from the Detroit Lions, a silver lifetime pass from Olympia Stadium and a plaque made of 25 silver dollars coined in 1922 from Fred Mattheai, a local sports enthusiast.

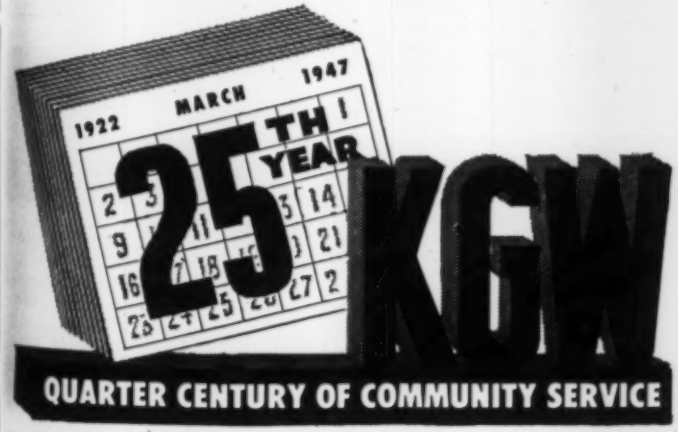
HONEY BEE SHOW
KSIB Sunday Afternoon Series Beamed to Rural Listeners

IMPORTANCE of the honey bee as a producer of nutritious food and as leader in the insect pollenization group is stressed in a semi-light classical music program, *Honey Time*, heard Sundays 1:45-2 p.m. over KSIB Creston, Iowa, on a 52-week basis under sponsorship of C. R. Corey Bee Co., Creston.

Brief sponsor identification is presented at beginning and end of program, and there is one two-minute middle announcement. Listeners are given information as to the care and habits of the honey bee and are invited to write to KSIB for more information.

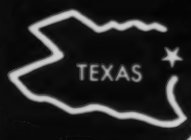
Teacher Wins Prize

A FOURTH grade Jackson, Miss., public school teacher, Miss Aline Neal, was selected as the outstanding teacher of 1947 in a nationwide contest conducted by the *Quiz Kids* and announced on their June 1 NBC program. Miss Neal will be flown to Chicago for a guest appearance with the *Quiz Kids* where Charles Beardsley, president of Miles Laboratories, program sponsor, will present her with the $2500 first prize.



QUARTER CENTURY OF COMMUNITY SERVICE

for low-cost advertising in BEAUMONT



it's KRIC

FOOD $ +103.9%

Beaumont Food Sales exceed 1940 Census figures by 103.9% (based on Sales Mgt. Estimate 1946).

KRIC BEAUMONT, TEX. 250W. 1450 Kc. Established 1938

REPRESENTED BY THE BRANHAM COMPANY

NAB Mapping Annual Convention

New Method of Clinics Included on Agenda For September

NEW TYPE of specialized clinics to provide broadcasters with latest information on scientific, management and business trends will be staged at NAB's 25th annual convention to be held Sept. 15-18 at Convention Hall, Atlantic City.

Arrangements for the convention are going forward rapidly, with C. E. Arney Jr., NAB secretary-treasurer, already having negotiations for the meeting well under control.

The clinic idea is an elaboration of the specialized broadcast advertising and small market sessions held at Chicago last October. These sessions were separate segments of the convention agenda.

Under the new plan, four clinics will be held Monday Sept. 15. Ordinarily Monday is devoted to committee meetings. At Chicago special FM and facsimile meetings were held Monday afternoon, followed by the board meeting in the evening.

Meeting on Sunday

Tentative plans for the 1947 convention call for a meeting of the old board Sunday, with the new board gathering at the close of the four-day proceedings. Small market meeting occupied Wednesday morning at Chicago, with retail advertising and sales managers sessions filling most of the Thursday schedule. Thus far these segments of the agenda have not been definitely placed.

At the Monday engineering clinic Royal V. Howard, Director of Engineering, is to present lectures on important engineering problems, with emphasis on care and maintenance of directional antennas, FM and television.

The program clinic will be featured by a leading speaker, with ample time allowed for no-punches-pulled exchanges on programming practices. Harold E. Fair, Director of Programs, will conduct.

Similar arrangements will be made by Frank E. Pellegrin, Director of Broadcast Advertising, and Richard P. Doherty, Director of Employe-Employer Relations. The idea of merging the program and advertising clinics after separate sessions is being considered.

Under the registration plan, special $5 fee will be charged for participation in a Monday clinic. This will include lunch, since the clinics will be continuous.

Registration fee for the regular convention proceedings will be $27.50 if made on the prescribed registration form between mid-June and Aug. 15. It will be $30 after Aug. 15. Standard forms will be mailed to all members and only room requests made on these forms will be processed. No requests will be honored by NAB unless they are submitted on the regular forms.

Mr. Arney said these would be available about June 15.

NAB is contracting with seven or eight hotels near Convention Hall to set aside blocks of rooms for those attending the convention. These hotels will not honor reservation requests unless they are routed through regular NAB channels.

The general registration fee covers attendance at the convention, three luncheons and the annual banquet.

First Choice

Early registrants will get preferred consideration in hotel assignments.

Several industry groups plan to hold separate meetings in advance of the convention. These include the four networks, since ABC will be an associate member by midsummer should the proposed NAB by-laws changes be approved by referendum.

Space for exhibits will be provided on the arena floor, with meetings to be held in the auditorium on the second floor. Smaller meeting rooms are available. The auditorium can be broken into two sections to provide separate space for meetings and luncheons.

Arrangements are being made with caterers to handle the Monday clinic luncheons, regular luncheons the next three days, and the banquet.

WPTZ Films Parade

WPTZ, Philco television station, May 25, filmed a pre-Memorial Day parade and ceremony at Woodlawn Cemetery, Philadelphia, in which the national commander of the American Legion, Paul F. Griffin, had a prominent part. Seven hours later station went on the air with the show. The film was made by Carl Volker, WPTZ's chief cameraman, and was rushed through development by Newsreel Laboratories. It was edited and cut and commentary made under supervision of John Franklin, staff announcer and producer. Ernest Walling, program manager, who handled all the preliminary details said the technical quality of the film was excellent.

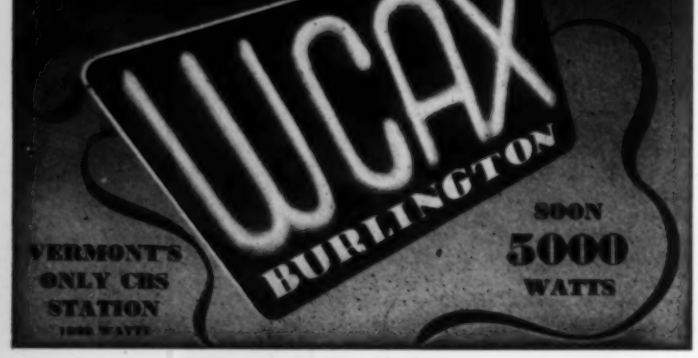
OFFER TO BUY WPEN MADE BY KLEIN, SYLK

OFFER to purchase the 5 kw WPEN Philadelphia from the *Philadelphia Bulletin* has been made by Philip Klein, head of Philip Klein Advertising, Philadelphia, and Albert Sylk, executive of Sun Ray Drug Co. The offer is understood to be approximately $800,000.

Mr. Klein and Mr. Sylk made the offer on a roughly 50-50 basis, it is understood, to Albert M. Greenfield & Co., exclusive agents for the *Bulletin*. Details of the sale remain to be worked out, according to a spokesman for the Greenfield company, and may require anywhere from 48 hours to a fortnight. At the *Bulletin* it was indicated the deal was virtually complete except for actual signing.

The Klein agency, of which Mr. Klein is active head, is owned jointly by Mr. and Mrs. Klein as partners. Mr. Klein is secretary of Junto, charitable corporation holding a CP for an FM noncommercial educational station in Philadelphia. Junto operates an adult school.

The *Bulletin* put WPEN on the market when it acquired the 50-kw WCAU with purchase of the *Philadelphia Record*.



Upcoming

June 9: Informal Engineering Conference on Network Television, FCC Headquarters, New Post Office Bldg., Washington, D. C.

June 9-12: Canadian Assn. of Broadcasters Annual Meeting, Jasper, Alta.

June 10-12: RMA Annual Convention, Hotel Stevens, Chicago.

June 23-24: North Carolina Association of Broadcasters Convention, Ocean City Hotel, Morehead City, N. C.

June 27: FMA-RMA Liaison Committee, Statler Hotel, Washington.

Current Upcomings on Page 4

Frances F. Wilder New Head of AWB

CBS Daytime Shows Consultant Succeeds Alma Kitchell

FRANCES FARMER WILDER, CBS consultant on daytime programs, was elected president of the Assn. of Women Broadcasters last week for a two-year term, succeeding Alma Kitchell, WJZ woman commentator and star of her own television show on WNBT New York.

Also elected were: Ruth Crane, WMAL Washington, D. C., first vice president; Eleanor Hanson, WHK Cleveland, third vice president; Ann Holden, KGO San Francisco, fourth vice president; Nell Daugherty, WSTC Stamford, Conn., secretary; Norma Richards, WSPD Toledo, treasurer. Mrs. Dorothy Lewis, in charge of listener activity of the NAB, serves as permanent vice president of the AWB and liaison of NAB.

Others Retiring

The retiring officers besides Miss Kitchell, are: Jane Dalton, WSPA Spartanburg, S. C., secretary; Mildred Bailey, WCOP Boston, first vice president; Elizabeth Hart, WMAQ Chicago, third vice president, and Nancy Holme, KNX Hollywood, fourth vice president. Mrs. Norma Richards, WSPD, who took over the office of treasurer for a half term, has been re-elected.

The election committee consisted of Adele Hunt, WPAT Paterson, N. J., chairman, Alma Dettinger, WQXR New York, and Ruth Crawford, WJZ New York.

WILLIAM BENTON (right), Assistant Secretary of State, disagreed with Journalist Forrest Davis about government handling of "The Voice of America" on the May 18 broadcast of CBS "People's Platform," but at this point joviality seemed to be the theme. Middle Man Dwight Cook looks on.

Nation's Retailers To Back Radio Week

NAB-RMA Is Aided in Effort To Make Week Major Event

RETAILERS of the nation have been enlisted in early promotion activities in connection with National Radio Week Oct. 26-Nov. 1. Department stores, furniture stores, music merchants and others last week informed the joint NAB-RMA Radio Week committee that they plan to join the drive to build up the week into a major national event.

Taking part will be the National Assn. of Music Merchants, National Retail Furniture Assn., and National Retail Dry Goods Assn. The three associations will furnish their 30,000 or more member stores with promotion kits including posters, streamers and suggestions for local observation in cooperation with broadcasters.

FM Assn. will take part in the week's events and is planning to promote a special FM day, according to Roy Hofheinz, KOPY Houston, FMA president. He promised full participation in the celebration. All broadcast services, including facsimile and television, will be represented in the overall campaign.

Acting on behalf of other groups are William A. Mills, executive secretary of the music association; James P. Oliver, manager of Merchandising Division of furniture association, and Howard P. Abrahams, NRDGA sales promotion manager.

Plans Studied

Plans were gone over at a meeting of the joint committee last Tuesday at NAB headquarters. Participation of agencies and advertisers will be arranged at a meeting tentatively scheduled June 19 in New York at the offices of Fred Eldean Org., agency in charge of the week and RMA's set-selling campaign.

Attending the Tuesday meeting were: For NAB—Robert K. Richards, Hugh Higgins; Arthur C. Stringer, Robert T. Bartley. For RMA-W. B. McGill, Westinghouse Radio Stations, Radio Week subcommittee chairman, and James D. Secrest. For FMA—Mr. Hofheinz; Ben Strouse, WWDC Washington. For Fred Eldean Org.—Melva Chesronn, W. B. Christ.

U. S. Steel Plans

U. S. Steel Co.'s *Theatre Guild on the Air* Sundays, 10-11 p. m. on ABC will be heard on its last broadcast this season June 29. A summer replacement has not been set. Last summer company sponsored a mystery series. Fall plans are currently being considered by U. S. Steel with a definite decision scheduled to be made early part of this week. It is reported that company is considering the possibility of transferring the *Theatre Guild* to another network.

APPEARING PLEASED, George G. Tormey (seated), account executive, Dancer-Fitzgerald-Sample Inc., New York, looks up at his birthday present from Humboldt Greig (l), assistant to vice president in charge of sales for ABC, and Fred Thrower (r), ABC's vice president in charge of sales.

Liberal Explains His Unliberal Attitude In Barring Radio at Press Conference

HENRY A. WALLACE, former Vice President, explained his objections to a wire recorder being used at his press conferences when he was in San Francisco late in May.

His wire-recorded exclusive statement was obtained by Grant Holcomb Jr., KQW reporter, and was released on a KQW newscast the same evening.

Recently in Chicago and previously in Washington, Mr. Wallace refused to allow radio newsmen to cover his press conferences with anything other than pencil and paper. He stood on an MBS microphone during the Washington conference.

Mr. Holcomb obtained the wire recorded Wallace statement when he pointed out to the ex-Vice President during the course of a press conference at the San Francisco Press Club that to that time Mr. Wallace had failed to explain his objections to using a wire recorder at his press meetings. Mr. Holcomb said: "The radio public would be interested in knowing why the former Vice President had so severely clamped down on such an accurate means of news reporting."

The full text of Mr. Wallace's recorded statement follows:

"In the first place I have found that when I first faced a wire recorder in a news conference, the press men themselves were rather irritated; they felt that it destroyed the informality of the meeting—that there was a tendency on the part of the gentlemen being interviewed to talk to the radio audience which would amount to many hundreds of thousands and perhaps to millions, rather than to that little group of press men amounting to twelve or fifteen.

"And I found in that one experience (which was in my home state of Iowa, by the way) that there were certain technological difficulties; the questions, due to the way in which the boys were placed around the room, did not come in clearly.

"I'm of course strong for the maximum reporting of events over the radio. I've advocated, in fact, that we follow the system employed in New Zealand and have our congressional debates broadcast over the air. But I do feel that it is much better to separate the two arts for news purposes (that is, the wire recording art and the press art) and not try to do them both at the same time. It's just too much to meet the requirements of the newspaper reporters at the same time that you're broadcasting to people all over the United States by means of the wire recorder.

"If you could do a first class technical job, it might not be so bad. But in my observation the job technically is often times so poor that it is necessary to delete rather large segments, and that results of course in considerable choice of just what was said, and sometimes misapprehension as to exactly what was said.

"Well, that's the exact experience that caused me to feel that it would be better to have the news conference first and then have the wire recording second, and that is what I did in Chicago. I had a wire recording immediately afterward, and the gentleman from the radio who was there had heard the press conference and I was able to answer questions much as I did in the press conference—but shaping it up in mind of the particular audience with which I was talking. In other words, I hate to talk to two audiences at the same time—the one audience before me and the other audience a long way off."

Crisis on Route 5

THE COMMUNITY certainly takes an interest in the *MFA Neighbors* program down at KFRU Columbia, Mo. Proving that just about everybody listens to the program, KFRU got a letter the other day from C. W. Chaney, a farmer on Route 5, Columbia. Mr. Chaney wrote: "I want to thank you again for helping me find the parts to my truck which I lost between Columbia and home. I advertised for them in the paper without result. Then I decided to try radio. While I was still talking to Harold Douglas, on *MFA Neighbors*, the party who found the missing parts phones in and I have my truck running again."

Agency Reorganizes

BUTLER, PARKER & NEWLIN Adv. Agency, Portland, Ore., has announced a reorganization and has changed its name to Butler-Emmett, Advertising Consultants. A former partner, Don Parker has resigned to become associated with Nutritional Products Company, Portland. James Emmett, formerly with public relations of Kaiser Co., is now associated with Ben Butler, firm president.

NBC AFFILIATE

Binghamton's Largest Department Store

Fowler, Dick & Walker

has sponsored WINR's 6 P.M. News with Charles Hobart ever since WINR went on the air last August.

When in Rome, Do as the Romans Do . . .

PUT YOUR MONEY ON THE

WINR

BINGHAMTON, N. Y.

HEADLEY-REED, *National Representatives*

Baltimore

(*Continued from page 19*)

trict sales managers chairman.

Mr. Pellegrin listed sales aids provided by NAB and urged cooperation in the campaign to be conducted jointly by NAB and RMA to promote sale of sets for every room.

Tuesday's sessions also included review of the NORC public opinion survey by Dr. Baker and a review of the labor situation by Richard P. Doherty, NAB Director of Employe-Employer Relations.

Dr. Baker said a second public opinion survey, as authorized the previous week by the NAB board, will be conducted in November if arrangements can be made by that time. This would provide comparability with the 1945 study, conducted by NORC. Though NORC has not been consulted, use of the same survey group will add to comparability, he suggested. The board's action vests the public opinion study with an added element of permanency.

Reviews Capital Scene

At the Tuesday luncheon A. D. Willard Jr., executive vice president, reviewed the legislative situation in Washington and gave a brief discussion of the White bill to revise the Communications Act. Clair R. McCollough, WGAL Lancaster, director-at-large for small stations, introduced Mr. Willard. John Elmer, WCBM Baltimore, a former NAB president, presided at the afternoon labor discussion.

TIMEBUYING TOPICS occupied this group at NAB District 3 meeting (l to r): G. Bennett Larson, WPEN Philadelphia; Linnea Nelson, J. Walter Thompson Co.; Hope Barroll WFBR Baltimore; Benjamin C. Howard Jr., WCAO Baltimore; Robert S. Maslin Jr., WFBR.

Unlike preceding area and district meetings, the District 3 session adopted a resolution in favor of broadcasting on daylight time when such time is in common usage "in their respective communities." At other meetings the NAB headquarters stand in favor of uniform time has been endorsed.

Other resolutions commended work of the NAB staff under President Justin Miller; endorsed use of BMI music and renewal of contracts; commended President Miller's efforts on behalf of freedom of speech; opposed the 2% agency discount; praised Director Coleman for his leadership; commended Baltimore broadcasters for their convention hospitality.

Members of the resolutions committee were: C. G. Moss, WKBO Harrisburg, chairman; Hope Barroll, WFBR Baltimore; Louis Baltimore, WBRE Wilkes-Barre; J. Gorman Walsh, WDEL Wilmington, Del.

Members of the nominating committee were Frank P. Smith, WWSW Pittsburgh, chairman; George H. Roeder, WCBM Baltimore; Raymond A. Gaul, WRAW Reading.

Chairman of the Baltimore host committee was L. Waters Milbourne, WCAO; Harold Burke, WBAL; Mr. Barroll; Thomas G. Tinsley, WITH-FM.

Early experiences in operating the former WEAR Baltimore in the early 20s were narrated by Walter Vanaman, secretary to Mayor Thomas D'Alesandro of Baltimore.

Monday Morning Session

Three NAB department heads conducted the Monday morning meeting. Robert K. Richards, Director of Public Relations, urged all members of station staffs to become active in community affairs and to conduct the NAB public relations campaign at the local level. Community activity may mean the difference between success and failure in the future, he suggested. Reviewing the overall NAB public relations plans he said aid of other media in meeting threats to freedom of speech is being enlisted. He mentioned a plan, still in the discussion stage, by which NAB would combat the "popular collegiate pastime of torturing radio."

Harold Fair, Director, Program Dept., promised early action on the new standards of practice. He foresaw the danger of "a lot of lousy programs" in the next year as the number of stations doubles. "The broadcaster who does a sound programming job will survive," he said. Mr. Fair reviewed juvenile delinquency and other program activities. A joint program-sales session is planned at the Atlantic City NAB convention, he added.

Royal V. Howard, NAB Director of Engineering, was hopeful that the American delegation would be granted a request to open 540 kc. He said NAB plans to issue regular bulletins with technical information to meet the need of broadcast engineers. He reviewed progress of international recording standards. NAB will interpret FCC rules and give engineers help in avoiding citations and handling daily technical problems.

'Voice' Worthwhile

At the luncheon Richard C. Hottelet, CBS correspondent, told of difficulty of getting news out of Russia. Answering a question by Edward L. Anzmann, WCAO Baltimore, he said the "Voice of America" broadcasts are worthwhile even if only an insignificant number of the "elite" are contacted, since the "spark of doubt" will be kept alive.

Other luncheon speakers were Carl Haverlin, BMI president, who told how industry resistance to ASCAP some years ago had prevented the society from increasing rates to as much as 15%. Kolin Hager, assistant to the president, SESAC, suggested that stations use the best possible material to improve their musical programming.

Monday afternoon was devoted to a session on small market stations. George E. Joy, WRAK Williamsport, Pa., district small market chairman, introduced J. Allen Brown, NAB Assistant Director of Broadcast Advertising, who presided. Mr. Brown pointed to sales opportunities in the local field, where newspapers outsell radio 6 to 1,

SOON!

FOR ASHEVILLE AND WESTERN NORTH CAROLINA

Now Represented by

Headley-Reed Company

GROUP IN CORNER at NAB District 3 reception Monday evening included: Seated (l to r)—J. C. Tully, WJAC Johnstown, Pa.; Robert C. Embrey, WITH Baltimore; Leonard Kapner, WCAE Pittsburgh; Herbert Kendrick, WHGB Harrisburg, Pa. Standing—Raymond A. Gaul, WRAW Reading, Pa.; Victor C. Diehm, WAZL Hazleton, Pa.; Robert G. Magee, WHUM Reading; Gordon Gray, WIP Philadelphia.

Reelected Dist. 3 Head

Mr. COLEMAN

and to the fact that the average small market station gets only $12,000 out of an $87,000 gross from national advertising.

J. Robert Gulick, WGAL Lancaster, Pa., advised planned program selling, with the entire sales staff concentrating on the project for several days. He urged sale of programs as against spots and suggested advantage of getting prospects into the studio for auditions.

Program success stories were explained by David M. Baltimore, WBRE Wilkes-Barre, Pa.; H. S. Caldwell, WBPZ Lock Haven; Homer Smith, WKOK Sunbury, Pa.; Phillip J. Reilly, WLBR Lebanon, Pa., and C. B. Heller, WJPA Washington, Pa. They cited benefits obtained from using the station itself to promote radio selling.

David Rosenblum WISR Butler, Pa., said he had been successful in selling department stores by holding transcribed auditions in store executives' offices. He said local department stores began using the station after Pittsburgh stores had bought time. WISR has a regional rate for stores outside Butler. Tom Carr, WANN Annapolis, and Victor C. Diehm, WAZL Hazleton, discussed the problem. Mr. Diehm described WAZL participation in community activities.

Robert S. Keller, head of the consultant firm by that name, told of the effect of sales promotion on national advertisers and agencies. Mr. Joy led a discussion of rate structures, with Messrs. Brown and Baltimore participating. Richard P. Doherty, NAB Director of Employe - Employer Relations, joined a roundtable on announcers' fees. A. K. Redman, WHP Harrisburg, and Morris H. Blum, WANN Annapolis, took part.

Arthur W. Graham, WKST New Castle, Mr. Rosenblum and Mr. Reilly discussed newspaper lists.

In a discussion of religious programming G. Bennett Larson, WPEN Philadelphia, said the station threw off over $150,000 of religious commercials to obtain balanced programming. Religion is now limited to 10% of program content. Arthur MacCracken, WGPA Bethlehem, opposed commercial religious programming. Objection by stations to religious commercials centered around the fact that sponsors soliciting funds in the name of the Diety turn back much of the money to the stations for more time, opening the stations to criticism in many cases.

Baltimore stations were hosts Monday evening at a cocktail party and supper.

CAMERAMAN CAUGHT this cluster of delegates at District 3 meeting (seated, l to r): Arthur McCracken, WGPA Bethlehem, Pa.; Lee Keller, UP; A. K. Redmond, WHP Harrisburg, Pa.; C. G. Moss, WKBO Harrisburg. Standing (l to r): J. Gorman Walsh, WDEL Wilmington, Del.; J. Robert Gulick, WGAL Lancaster, Pa.; Francis Brinkley, WILM Wilmington; Julian Skinnell, WLBR Lebanon, Pa.; L. J. F. Moore, Radio Advertising Inc.

Registration at Baltimore Meeting

A

Addison Amor, NBC; Edward L. Anderson, WEST; Edw. L. Anzmann Jr., WCAO; W. Wallace Ashley, WITH.

B

David M. Baltimore, Louis G. Baltimore, WBRE; William A. Banks, WHAT; Hope H. Barroll, WFBR; J. Frank Beatty, BROADCASTING; B. A. Beck, WKOK; Mrs. Aurelis S. Becker, WTBO; James W. Blackburn, Blackburn-Hamilton Co.; Morris H. Blum, WANN; Lester Blumenthal, Billboard; Paul M. Brening, WBPZ; Otto Brandt, ABC; F. H. Brinkley, WILM; Allen Brown, NAB; Sam Booth, WCHA; H. C. Burke, WBAC.

C

H. S. Caldwell, WBPZ; Freeman W. Cardall, WBAL; Tom Carr, WANN; Ken Carter, WBAL; Clifford M. Chafey, WEEU; George D. Coleman, WGBI; James L. Cox, BMI; K. Richard Creitz, WEEU.

D

Don DeGroot, WBAL; Victor C. Diehm, WAZL; W. Ward Dorrell, C. E. Hooper Inc.; R. P. Doherty, NAB; Wm. R. Dothard, WFBR; Ross Downing, UP; James S. Duff, WITH.

E

Richard Eaton, WOOK; W. G. Eberhart, WSBA; John Elmer, WCBM; R. C. Embry, WITH.

F

Harold Fair, NAB; David J. Farber, NAB; Harry A. Friedenberg, Marfree Adv. Corp.

G

Claude S. Gernand, WCAO; Charles Godwin, MBS; M. L. Goldsborough, WFMD; Arthur W. Graham, WKST; Gordon Gray, WIP; Guy Griffen, WFBR; J. Robert Gulick, WGAL.

H

Charles Hammarstrom, Paul H. Raymer Co.; Bert Hanauer, WFBR; Bill Hardy, WFMB; Carl Haverlin, BMI; Kolin Hager, SESAC; Gladys L. Hall, NAB; C. B. Heller, WJPA; E. J. Hirshberg, WEDO; Benjamin C. Howard, WCAO; Royal V. Howard, NAB.

J

Lester Jacobs, Worth Assn.; George E. Joy, WRAK.

K

Leonard Kapner, WCAE; John E. Karalin, WEDO; Herbert Kendrick, WHGB; Bob Keller, Robert S. Keller Inc.; Thompson K. Kessell, WCHA; Peter J. S. King, SESAC; E. M. Kirby, C. P. MacGregor.

L

John D. Langlois, Langworth; G. Bennett Larson, WPEN; James W. Lebaron, McGillvra Inc.; Maury Long, BROADCASTING; John V. Lyons, WCAO.

M

Robert G. Magee, WHUM; Robert S. Maslin Jr., WFBR; Arthur McCracken, WGPA; Joseph H. McGillvra, McGillvra Inc.; Tom Metzger, WMRF; L. Waters Milbourne, WCAO; Harold E. Miller, WORK; Walter O. Miller, WGAL; James E. Moren, WMRF; Bob Morrison, NBC Radio Recording; C. G. Moss, WKBO; Otis Morse, WSBA; Louis H. Murray, WPAM.

N

Oran H. Nance Jr., C. P. MacGregor; H. D. Neworth, Worth Assn.

P

Leslie H. Peard Jr., WCAO; Wm. S. Pirie Jr., WFBR; David Potter, WNAE; Helen Powers, Ralph Powers Prod.; Max Pullerton, AP.

Q

James T. Quirk, WFIZ.

R Through Z

Frank A. Randolph, Collins Radio Co.; A. K. Redmond, WHP; Phillip J. Reilly, WLBR; Robert K. Richards, NAB; Sydney Robbins, WSBA; Charles A. Roeder, WCBM; George H. Roeder, WCBM; Walter J. Roekensies, WSBA; David Rosenblum, WISR; Dick Rudolph, WITH.

H. A. Seville, Four States Bcstg. Co.; Alex Sherwood, Standard Radio; A. Boyd Siegel, WJPA; Julian F. Skinnell, WLBR; Frank P. Smith, WWIW; Homer Smith, WKOK; Stanley Schultz, World Broadcasting System; Frank M. Stearns, AP.

Sol Taishoff, BROADCASTING; J. H. L. Troutfelter, Baltimore Audio Show Inc.; Stephen Tuhy Jr., Radio Attorney; J. C. Tully, WJAC.

E. F. Voelcker, WCAO.

J. Gorman Walsh, WDEL; Pierre Weis, Langworth; A. D. Willard Jr., NAB.

Effective July 1, 1947

NEW SUBSCRIPTION RATES

● Effective July 1, 1947, the following schedule of subscription rates will apply for all new or renewal BROADCASTING subscriptions. Until July 15, subscribers are invited to renew or extend present subscriptions at the current rate of $5 a year or $8 for two years.

One-Year Subscription	$7
Two-Year Subscription	$12
Three-Year Subscription	$16
Schools and Public Libraries	$5

—YEARBOOK Number Included—

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted immediately—Engineer with 1st class ticket by WLCX, La Crosse, Wisc. Give all details and salary required in first letter.

Topnotch program director needed. 5 kw midwest network station now 250 watts is expanding and stepping up its program department. Prefer man who can do topnotch programming along with some announcing, including news and special events. Send complete details, including salary, experience last three places of employment, salary desired, audition disc and photograph to Box 460, BROADCASTING.

Woman's editor for established New England 5000 watter. Prerequisites: good voice, personality, proven writing ability. Handle some continuity, broadcast daily woman's program. Will discuss salary. Box 464, BROADCASTING.

Think you can fill early morning jockey spot? Man we want is short on experience but long on personality for established talent-paying show. Send disc and tell why you think you qualify. New England. Network affiliate. Box 492, BROADCASTING.

Wanted immediately—Salesman for 250 watt ABC affiliate in midwestern city of 50,000. 2nd station in town. On the air about June 1st. Drawing account and commission. Give all details in first letter. WLCX, LaCrosse, Wisc.

Commercial manager by Pennsylvania 250 watter. Salary and commission bonus. Excellent opportunity for aggressive, reliable man and one who can sell. Give references and experience. Box 547, BROADCASTING.

Wanted — Immediately Combination men and one continuity writer. Good salaries to right people. AM and FM station under construction. Experience. Salary expected and voice test if available. Rush. WGSO, General Delivery, Springfield, Ohio.

CASH—No haggling if price right for control or minority interests in going AM or FM stations or construction permits. Please give market data, frequency, power and population. Box 187, BROADCASTING.

Station manager available July 15. Nine years background in local and network operation. Experience includes national and local sales, programming, station management, construction. Prefer western market. Box 485, BROADCASTING.

I WANT TO SELL TIME

Young, alert, aggressive college man wants sales job with radio station. Ability plus thorough schooling makes me a natural for station willing to trade opportunity for initiative and hard work.

Box 533, BROADCASTING

ANY PEOPLE TODAY?

We have voices and ideas for sale. The sellers are trained announcers and continuity writers. If you want them to sell for you Write or Wire The Babcock School of Radio Announcing, 330 Cleveland Ave., N. W., Canton, Ohio.

MAXI-NEWS
THE NEWS THAT'S ALL NEWS

Help Wanted (Cont'd)

Local network station in southwest needs good all-round announcer. Guarantee $250 per month or better for 45 hour week for announcer capable of handling musical programs, news, interviews, etc. No beginners as we have two trainees now. Send letter with details of experience and references. Want man who will make this his home and become part of community. Address Box 493, BROADCASTING.

Program director. Established 250 watt network station in Pennsylvania is in need of program director. Good opportunity for right party seeking advancement. Give details including salary, experience and references. Prefer man who can do special events. Nice apartment available. Address Box 546, BROADCASTING.

Wanted—Experienced announcer able to help write copy. Good working conditions, forty hour week. Good opportunity for right man. Send photo and complete information. Box 557, BROADCASTING.

Wanted—Radio salesman able to sell local accounts. The man who qualifies is one with enough experience to know score but has not had chance to get into payoff brackets. Opportunity for $300.00 or more per month for hustler. Local network station in city of 50,000. Write giving details and references. Box 556, BROADCASTING.

Announcer—$72.00-$75.00 per week. First class salary for first class announcer with first class ticket. 5 day, 40 hour week. Top working conditions at NBC affiliate California. Send audition record and full personal and professional background material. Box 561, BROADCASTING.

Copywriter—NBC affiliate, central California needs experienced copywriter. Must turn out real selling copy and take responsibility copy department. Announcing desirable, not essential. Write, giving full personal and professional background. Box 562, BROADCASTING.

Wanted—Announcer-operator with ticket for Florida Gulf Coast station. Send disc and write or wire WDHL, Bradenton, Florida.

Help wanted—Girl continuity writer with experience commercial spots, programs, musical shows. Send photo, history, references, salary expectations to Jack Rathbun, WCOA, Pensacola, Florida.

Chief Engineer—8 announcer-technicians. RRR, Personnel Service, Box 413, Philadelphia.

Wanted: Experienced announcer for 1000 watt daytime Mutual affiliate. Good opportunity for right single man. Send disc, photo, references. WTOB, Winston-Salem, North Carolina.

Wanted—Announcer for WFNC, Fayetteville, N. C. Must have had several years experience in network station and be an excellent newsman. Personal interview necessary so only applications from North Carolina or adjacent states desired. Excellent pay to the right man. Wire if interested.

Topnotch announcer. Apartment available. Salary and talent excellent opportunity. Send disc and full particulars to Bill Humbert, WMON, Montgomery, W. Va.

Wanted: Announcer with ability to operate own controls for kilowatt daytime only independent station. Write phone or wire Paul W. Norris, Radio Station WTIK, Durham, North Carolina.

Announcer-operator with ticket. Send photo, disc if possible and experience. New modern furnished apartment at station. $35.00 per month, all utilities furnished. Trout fishing practically at back door. Airmail, wire or phone. KPRK, Livingston, Montana.

Help Wanted (Cont'd)

Experienced announcer. $275 monthly, 48 hour week or $210, 40 hour week with fees. Send disc, recent photo and three personal references. Key station regional network. Speed essential. Box 572, BROADCASTING.

Wanted—Experienced transmitter engineer for permanent position with regional station. Full details first letter. No transients. WGAC, Augusta, Ga.

Wanted—Announcer-engineer with first class ticket for 1000 watt metropolitan area station in east. Box 582, BROADCASTING.

Commercial manager and program director. New Ohio Valley daytimer begins operations in September. State salary wanted, experience. Box 583, BROADCASTING.

Situations Wanted

News editor-caster, best references. College graduate, veteran, 32. Will improve your regional and local coverage. Newspaper and radio experience. Entered radio '38. Now with 50 kw. Box 549, BROADCASTING.

Want to increase your station's popularity? I have a give away show complete with 37 weekly prizes. Also, other program ideas. Four years mike side all phases. Want staff announcing with progressive station. Available for live audition. Box 550, BROADCASTING.

Here's a hard working, reliable singer, announcer, disc jockey, news editor. Five years metropolitan experience. Available now. Box 551, BROADCASTING.

I'm looking for a better job. Young, alert veteran, presently employed as commercial manager of small market station. If you want a working commercial man, make an offer. Box 552, BROADCASTING.

Station manager-program director. Now in supervisory capacity at NBC outlet. Ten years experience, selling, production and mike work. Can organize new operation. Married, have family. Box 553, BROADCASTING.

College graduate—Announcing background includes newscasting, feature scripts, continuity, commercials. Salary open. Available after July 1. Write Box 430, BROADCASTING.

Manager desires change. No high pressure, just good sound management. Qualified in all phases of operation. Prefers south. Salary or commission. First letter will tell the story. Write Box 468, BROADCASTING.

Manager with license. Can sell, announce, and run your station in the correct manner. Years of experience in all phases. All replies answered. Box 495, BROADCASTING.

Looking for top-flight announcer or program supervisor? Try me. Thirteen years experience, ten years with same station. Specialist in sports and special events. Full details and transcription upon request. Box 496, BROADCASTING.

Topnotch announcer, versatile, reliable, experienced major markets, desires immediate change. Minimum $75.00 weekly. Will consider temporary job in unusually good spot. Box 502, BROADCASTING.

Experienced chief engineer desires position with a southwest station which has stock for sale. Box 521, BROADCASTING.

Experienced continuity writer. Accurate, rapid. Go anywhere. Modest requirements. Box 524, BROADCASTING.

Announcer. Good, lively, friendly voice. Disc jockey, news, commercials, control board operation. Professionally trained and experience. Know sports well. Veteran, 24, married, college degree. Box 525, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer available immediately. Single, 24. University grad, accredited radio school. Box 526, BROADCASTING.

Young veteran, 26, desires announcing or writing position with small progressive station. Wrote scripts for Intercollegiate Broadcasting System. Ambition compensates for lack of experience. Travel anywhere. Box 527, BROADCASTING.

Young man, single, who grew up in radio with CBS, desires announcing position. Has written, produced shows. Also, announcing and acting experience. Will travel. Disc and photo on request. Box 528, BROADCASTING.

Announcer. Versatile. 24, married, veteran. Accredited radio school graduate. Go anywhere. Disc and photo on request. Box 529, BROADCASTING.

Capable radio trained veteran desires connection in western locale as continuity writing or public relations. Photos, transcription on request. Box 530, BROADCASTING.

Announcer-engineer, first class phone, 4 years experience, would like permanent position with established station. Young, ambitious, veteran, married. Want $65.00 weekly with good chance for advancement. Available two weeks notice. Write Box 531, BROADCASTING.

Announcer—25, single with plans, college, veteran, three and one half years experience. Desires permanent position. Available three weeks after offer. Box 532, BROADCASTING.

Manager—Will soon complete contract with new, independent station in highly competitive market where profits have been exceptional from start. 15 years experience qualify me for the job of getting your station on the air at a profit. Box 544, BROADCASTING.

Station Manager
No Salary

I know that the next five years in radio are going to be tougher, profit-wise, than the last ten. I know, too, that simply means more intelligence, more knowledge and more sweat will be necessary than ever before.

I've been in radio for fifteen years, most of them for one employer. I've worked with stations of almost every size and type in every part of the country. I know management, sales, programming, promotion. And I know how to hold a loyal staff together.

I want to talk to some licensee about managing his station on a percentage, stock participation, over-ride or any other basis that will permit me to earn only in ratio to what I make for the owner.

Negotiations will be confidential, of course. And should we get together I can start at anytime.

BOX
370
BROADCASTING

Situations Wanted (Cont'd)

Engineer. 20 years experience testing, installing and operating broadcast equipment. Seek connection with progressive station—new or established. Presently employed; available August 1. Box 534, BROADCASTING.

Program director desires permanency and opportunity rather than excessive salary. Box 536, BROADCASTING.

Do you need an all-round announcer specializing in sports, play-by-play and special events? Marine Corps veteran, married and a hard worker. Presently employed but desire work with full-time station. Box 537, BROADCASTING.

Engineer—1st class phone, capable, energetic. Can announce. Graduate both college and radio school. Will travel. Box 538, BROADCASTING.

Announcer—College graduate. Desires opportunity with small station. Familiar with console and turntable operation. Box 539, BROADCASTING.

Ex-GI desires on the job training as salesman or assistant manager under GI Bill. Formerly assistant manager of AFRS affiliate. Experienced control room, recording, remotes, news department, sports, traffic prior to service. Age 27, married, not a floater. Box 540, BROADCASTING.

Operator—Young vet with two years military experience in operating. Graduate military and civilian radio schools. First class ticket. Desires employment in northeastern states. Box 541, BROADCASTING.

Announcer — Experienced, dependable. Excels in news, special events, music. Would like to associate with progressive organization. Box 542, BROADCASTING.

Manager, PD, production, special events, announcing, writing, salesman, sports—jointly or separately—I can qualify under any of these titles on basis of present position of staff announcer on large network affiliate, former Army correspondent and college grad and eight years in all phases of radio. Now drawing $6,000. Let's talk it over during my vacation this summer. Box 543, BROADCASTING.

Manager—Two stations which I have opened have made money from the first day. Will be available soon for position in western states. Box 545, BROADCASTING.

Radio-advertising. Scriptwriter with ideas and production experience, seeking broader opportunity. Now employed as writer-assistant producer by large agency. Former comedy-variety scripter for 50,000 watt network station. Dramatic writing experience on established nation-wide transcribed shows. AFRS station manager while in service. College grad, 26, single with newspaper, radio, and advertising salesman background. Diversified experience permits interest in varied openings with future. Interested parties please reply promptly. Box 548, BROADCASTING.

Station manager with long record of successful pre-war management desires connection with progressive station. Can meet and beat your competition if your proposition is sound. Let me give you proof of what I can do. Box 554, BROADCASTING.

Script-continuity writer, veteran, 24, single, with considerable produced work while at agency, desires shift to progressive station anywhere. Announcing experience. Salary open. Personable, no prima donna. Box 555, BROADCASTING.

Two announcers—Seek station preferably in California. Single, graduates accredited Hollywood radio school. Recordings, photos available. Box 558, BROADCASTING.

RCA graduate. 1st class phone, veteran. Good references. Midwest preferred. Box 559, BROADCASTING.

Experienced operator with first class ticket desires position. North central states or west coast preferred. No announcing. Box 560, BROADCASTING.

Station manager available—Recently put new station on air. 10 years experience in advertising, time sales, promotion and station management. 32, veteran. Box 563, BROADCASTING.

Situations Wanted (Cont'd)

Attention New England stations. Want a versatile man, seven years experience record shows, studio and news work, play-by-play all sports-reputation. Can produce-program. Top references. Network appearances. Let me give you details in a letter. Box 565, BROADCASTING.

Announcer, 22, short on experience, long on ambition and talent. Operate control board, turntables. Can ad-lib record shows. $40.00. Send disc, photo on request. Box 566, BROADCASTING.

General manager available July 1st. Have just organized, built and put new station on the air. Now seek permanent position with new or established station. Sound background in administration, sales, programming and promotion. Experienced both network and local operations. Young married man with top references. Desire personal interview. All letters answered. Box 567, BROADCASTING.

Program director experienced in planning, contacting, supervising well-rounded schedule commercial and public service programming. Also, experience as newscaster, special events, drama director, script writer. College graduate, married, presently employed in radio work. Box 568, BROADCASTING.

Announcer—Veteran, limited experience, but plenty of ambition desires position with progressive 250 watt station. Salary secondary. Familiar with all phases of announcing. Will go anywhere in U. S. Photo and disc on request. Write or wire Arthur W. Krebs, 4624 258 st., Great Neck, N. Y.

Program director—Solid background, RRR, Personnel Service, Box 413, Philadelphia.

Announcers — Experienced — from $40. RRR, Personnel Service, Box 413, Philadelphia.

Manager-engineer, experienced, seek advancement. RRR, Personnel Service, Box 413, Philadelphia.

Announcer—Graduate nationally recognized radio school. Single. Any locale. Classical disc shows specialty. Can do copy writing. Audition disc, picture, background letter upon request. Joseph Walsh 10218 Walnut Avenue, South Gate, Calif.

Announcer. Style and personality easily identified with voice. Trained in all phases of radio. Versatile, vet, single, 2½ years college. Disc and photo on request. Contact Bud Gelfond, 600 West 111th Street, New York City.

Minor league baseball player, football and basketball coach desires radio sports position. Limited radio experience. Have done major league exhibition play-by-play. Excellent sports background, good voice and delivery. Married veteran, go anywhere, accept any salary to start. Write or wire Bill Snyder, 8440 4th St., N., St. Pete, Fla.

Engineers, first class, with extensive modern training for commercial broadcast, FM and television. Contact R. E. Hinkel, Central Radio Schools, Inc., 17th and Wyandotte, Kansas City, Missouri.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Young woman, well trained in all phases of radio work desires connection in western locale. Has excellent radio voice and personality and is capable of writing and directing all types of radio shows. Photos, transcriptions on request. Sylvia Barron, 7801 Ridgeland, Chicago, Ill.

Announcer—Presently employed 250 watt. Desire change. Available short notice. Versatile staffman. Console control. Married. Reliable. Disc upon request. Contact Glen Morton, 812 Parr, Jonesboro, Arkansas.

Experienced announcer—Reliable, sober, available July 1. Excellent references. Job must be permanent, salary adequate. Single now, bridegroom soon. Contact Warren Durham, **WIBX**, Utica, N. Y.

Situations Wanted (Cont'd)

Experienced announcer-disc jockey. Noted for smooth style, selling technique. Best references. Write copy. Veteran, 22, unmarried. Available immediately. Operate own control board. Bernard Melnick, 1611 Carroll St., Brooklyn 13, N. Y.

Announcer-writer. College education, radio training, good knowledge of music with foreign language pronunciation. Interested in announcing or script writing with goal of production. Southeastern United States preferred. Age 25. Single. Will accept reasonable salary to gain experience. Will travel at own expense for personal audition. Disc, photo and detailed qualifications upon request. Box 569, BROADCASTING.

Announcer. Vet, 27, married. One year leading radio school. Record on request. Box 573, BROADCASTING.

Announcer with network caliber voice, diction and interpretation. Several years background at network affiliates handling news, commercials, interviews, etc. Consider all offers, 250 to 50,000 watts Prefer Chicago area. Now employed south, dying to move back north. Don't be afraid to state salary and all duties. If your job is half-way decent, I'll take it—I'm not proud. Box 574, BROADCASTING.

Engineer—First class radio telephone license, college, 2 years experience. Preferably northeast U. S. location. Available from June 9 to September 20. Box 575, BROADCASTING.

Announcer. New York City, vicinity; fulltime or weekend. Trained, experienced, currently employed in radio. Box 576, BROADCASTING.

Announcer—Just returned from Mexico 50,000 station. Formerly with New England CBS 5000 watt affiliate. Versatile, familiar and capable with all phases of radio. Single, conscientious. Desires contact with progressive station, preferably northeast. Box 577, BROADCASTING.

Engineer. 1st phone, Grad RCA Institute. Army and industrial engineering experience. Reliable, industrious. Will travel. Box 578, BROADCASTING.

2 man engineering team. 1st class phone. Grads RCA Institute. 3 years Army experience, reliable, alert, hard-working. Will travel. Box 579, BROADCASTING.

Announcer. Vet, single, graduate School of Radio Technique, Radio City. Experienced commercials, news, platters, etc. Photo, disc available. Box 580, BROADCASTING.

Try Pepper. Add seasoning to your schedule, spice to your programs. Vet, grad School of Radio Technique, Rockefeller Center. Handle commercial material, news platters, etc. Disc, photo on request. Almond Pepper, 276 City Island Ave., Bronx 64, New York.

Announcer. NBC-Columbia grad. Radio City, New York. Vet, single. AFRS experience. All phases announcing. Good voice that will sell commercials and will gain listeners. Disc on request. Box 581, BROADCASTING.

Program director—Ten years announcing, writing, production, dramatics. Creative. Mature. Box 584, BROADCASTING.

P.D.-announcer—Ten years. Make me good offer in east. Box 585, BROADCASTING.

Chief engineer of 250 watt station desires position with future in larger station. Box 586, BROADCASTING.

Engineer, experienced. West preferred, but not necessary. $65 minimum salary. Box 587, BROADCASTING.

For Sale

Collins 12-H console in excellent condition with power supply and three light relays. $625.00. Ted Kalin, Radio Station WEIM, Fitchburg, Mass.

For sale—2 62-A Presto transcription turntables consisting of cabinet, table, and one 51-A pickup and compensator and 501-A scratch filter. Contact Middle West Broadcasting Company, E-622 First National Bank Building, St. Paul, Minnesota.

Fairchild recorder in new condition. Immediate delivery. Box 478, BROADCASTING.

Temco transmitter, never used, 250 watts, studio console, two loud speakers in cabinets, monitor amplifier and oscilloscope. $1600 takes everything. Box 535, BROADCASTING.

For Sale (Cont'd)

For sale—One General Radio type 732-A distortion meter. $125.00. Write Loyd Sigmon, Chief Engineer, KMPC, Los Angeles 28, Calif.

For sale—First $100 takes one 555-A 50 ohm Shure, one 725 50 ohm Electro-Voice and one 6203-B 250 ohm RCA microphones. Radio Station KPDR, Alexandria, La.

For sale—250 watt transmitter. Composite precision built. New. Approved by FCC. First check for $1400.00 gets it. WESL, Preston, Maryland.

For sale: 3 WE 9-A reproducers complete, new heads, coils, switches, $175 each. 5 G-1 Rek-O-Kut turntables, new $85 each. One RCA 84 amplifier, new, $95. 3 Cimema engineering double jack strips, new, complete $35. 2 RCA 19822 recorder heads, new, $15 each. Russ Davis, 1755 34th Avenue, San Francisco 22, California.

For quick disposal: $1,000 takes 165 foot steel tubular antenna, complete with lights and flasher, guy wires and insulators, available July 1st F.O.B. WASK, La Fayette, Indiana.

250 watt transmitter, complete with 1400 kc crystals, approved by FCC and used less than 6 months. Heavy duty power transformer and rheostat control with spare modulation transformer. Ideal for quick inexpensive installation. Available immediately. WSGC, Elberton, Georgia.

RCA 250-K 250 watt transmitter, RCA monitoring amplifiers and rack cabinets, WJHP, Jacksonville, Florida.

Jockey's comedy script collection. $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

New 300 foot guyed tower, complete with all guys and lighting equipment. Top fabricated for Western Electric 6 Bay Cloverleaf antenna. Available for immediate shipment. Write, wire or phone WCSI, Columbus, Indiana.

Two Despec Western Electric D-93306 vertical heads, arms and equalizers. Apply WKEY, P.O. Box 629, Covington, Va.

For sale—Complete Presto recording equipment. Can be bought cheap. Intercontinental Engineering Equipment Co., 101 Park Ave., New York City.

Raytheon 250 watt transmitter $3,000. Immediate delivery. Wire or phone Mark Bullock, Chief Engineer, KFAB Broadcasting Company, Lincoln, Nebraska.

Gates limiting amplifier Model 27-C (similar to 28 C-0). A-1 condition. Assures smooth overall operation. Available immediately. Complete with tubes. $225.00. F.O.B., KBTM, Jonesboro, Arkansas.

Wanted to Buy

Wanted—Used equipment for new radio station, 250 watt. Replying give make, year model, and original and present price. Box 494. BROADCASTING.

Wanted—Good used 1 or 5 kw AM transmitter FCC approved. Box 564, BROADCASTING.

Wanted Used studio console at bargain price. Must have VI, two to three microphone channels, two phono channels and one remote channel. Turntables and pickups preferred, but will accept without. Rex, 2017 Second Avenue Seattle.

Wanted: RCA OR1-A complete portable recording system or Presto 6-N portable recorder complete with associated amplifier and universal vertical, lateral playback arm. Must be in good condition. R. M. Beer, Manager WATG, Ashland, Ohio.

New or used 25 or 50 kw modulation transformer and reactor. State price, conditions, type and characteristics. Box 571, BROADCASTING.

Insulated self-supporting 200 foot tower with lights. Box 570, BROADCASTING.

Miscellaneous

Selling radio advertising—new book of improved selling techniques. 200 pages of advice for salesmen $5. Box 533, Memphis, Tenn.

Mr. Engineer: Do you have complete schematics of all your equipment? We can furnish you ink tracings from your information or pencil diagrams. Immediate attention given all inquiries. Box 215, Marion, Iowa.

GOOD CONDUCTOR
FM Set Rides on Streetcar In Minneapolis

JOHN SHERMAN (l), WTCN technical director, tunes in an FM program while Jimmie Fidler, ABC Hollywood commentator, listens intently.

FM WAS TAKEN for a ride May 14, but it emerged with more prestige than it had before the trip. An FM set from WTCN-FM Minneapolis was placed aboard a standard streetcar, with members of the Minnesota Assn. of Professional Engineers as passengers, and taken through the Minneapolis loop with excellent reception, despite streetcar noises, tunnels, tall buildings, etc.

Also demonstrated was the difference in reception between AM and FM under the same circumstances. Power for the standard Philco console combination AM-FM receiver was obtained from a DC-AC (110 volt) special inverter built for the occasion by the American Television and Radio Co. of St. Paul.

ALL-OUT promotion for the movie, "The Miracle on Thirty-Fourth Street," which opens at the Roxy Theatre, New York, on June 4, has been set by 20th Century-Fox Pictures, The 34th Street Assn., New York and WOR New York. On June 3 WOR will conduct essay contest to listeners on subject . . . "The Most Miraculous Thing That Ever Happened To Me" with department stores on 34th St. distributing more than a million leaflets, inserted in parcels, plugging the contest.

WFIL Buys 5-kw Video Transmitter, Plans To Have It Operating by Early Autumn

PURCHASE by WFIL Philadelphia of a 5-kw television transmitter and complete studio and field television equipment from RCA was announced this week by Kenneth W. Stowman, station television director.

Delivery is expected during the summer and the new video station is expected to be in operation this fall. It will be the second television station in the Quaker City. WPTZ (Philco) already is in operation.

Even before announcement of the purchase, WFIL in a promotional stunt revealed publicly for the first time the call letters for its television station. They are WFIL-TV.

The station removed the wraps from the call letters May 23 at a television demonstration at the University Club, Philadelphia before old grads of the U. of Pennsylvania. The 13th floor of the handsome club building was converted into a model television studio, and a fashion show was produced in cooperation with Bonwit Teller of Philadelphia. A Frank and Elizabeth Haines marionette show also was presented. Penn alumni could watch the studio production and then walk into neighboring rooms and see the fidelity of reproduction in three receivers.

WFIL Philadelphia executives, under guidance of representatives of RCA's Engineering Products Dept., study operation of new 5-kw television transmitter purchased by station. Seated at supervisory control console is Louis E. Littlejohn, WFIL's chief engineer, and grouped around him (l to r) are: Kenneth W. Stowman, station's video director; T. A. Smith, general sales manager, RCA Engineering Products Dept.; M. A. Trainer, manager of RCA's television equipment sales.

Construction Started

Mr. Stowman announced at the University Club that the station already has started construction preparatory to installation of the television transmitter.

The construction permit for a television station to be operated on Philadelphia Channel No. 6 was granted to the *Philadelphia Inquirer* Division of Triangle Publications Inc., owners of WFIL.

The WFIL video equipment includes one RCA transmitter, model TT-5, complete with a three-bay super turnstile antenna and a supervisory control console. Studio equipment includes two Type TK-30A image orthicon camera chains, one iconoscope film camera chain, and two film projectors.

Field equipment includes an RCA mobile television unit with two image-orthicon cameras for remote telecasts. WFIL also bought microwave link equipment (Transmitter Model TTR-1A and Receiver Model TRR-1A) for the relay of television pictures from remote pickup points to the studio. The relay appartus also will link the mobile unit with the studio.

Installation of the equipment and construction is under supervision of WFIL's chief engineer, Louis E. Littlejohn, a former member of the RCA Television Dept. Aiding him will be David J. Miller, Jr., assistant chief engineer in charge of television for the station.

WJMO IN CLEVELAND STARTED YESTERDAY

CLEVELAND's fifth radio station went on the air Sunday (June 1) when the new WJMO began operation on 1540 kc with 1 kw daytime. Station was granted last December to W. J. Marshall [BROADCASTING, April 28], is headed by Dave Baylor as vice-president and general manager [BROADCASTING, April 28].

Opening day festivities included a 4 to 5 p.m. broadcast in which all of the outstanding features of the new outlet were presented in capsule form.

Robert D. Tchon has been named sales manager of the station in charge of local and national sales. Chief engineer is Larry Shipley, formerly with Cleveland stations.

WCPS

(*Continued from page 18*)

Both FCC and WCPS had fought WJR's request for a stay order, which once before had been denied. The station asked that WJR be required to post $25,000 bond to cover WCPS' operating losses while off the air, if it were required to stop operating, but this request was not granted.

A petition asking the Court to dissolve the stay order was prepared by Frank U. Fletcher, Washington counsel for the daytime outlet, immediately after the court granted the petition to postpone effectiveness of the order. The postponement was announced late Tuesday, just as FCC was preparing to issue an order telling the station to leave the air.

WCPS expected to shift from 760 to 570 kc over the weekend.

John C. Hanner, WCPS manager and secretary-treasurer of its permittee company, Coastal Plains Broadcasting Co., told the Court in an affidavit that the station has been on the air since Jan. 26 and has contracts for $90,000 worth of business with 149 business firms within a 50-mile radius of Tarboro.

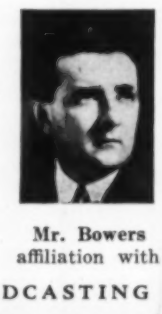
Other Stay Orders

The stay order against WCPS, issued pending a decision in WJR's appeal from the FCC grant under which WCPS operates, was one of three issued by the Court. One was against Southeastern Broadcasting Co., permittee for a 500-w daytime station on WJR's channel at Clanton, Ala., and another was against Radio Virginia Inc., permittee for WFFV Richmond, which is authorized to use WGN Chicago's 720-kc clear channel with 1 kw, daytime-only. Neither the Clanton nor the Richmond operation is yet on the air.

Earlier, the Court had ordered FCC to stop the effectiveness of a grant to Patrick Joseph Stanton, Philadelphia, for 10-kw daytime operation on 1530 kc, a Class 1-B channel used by WCKY Cincinnati [BROADCASTING, April 28]. All the stay orders were issued pending completion of pending litigation.

Bowers Joins WESC

CLIFF W. BOWERS, formerly head of the sales dept., WAGC Chattanooga, became sales manager of WESC Greenville, S. C. last week. Mr. Bowers was with WDOD Chattanooga for six years before entering the naval service in World War II as communications officer. Upon being discharged, he joined WAGC where he remained until his affiliation with WESC.



Mr. Bowers

IT'S FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK *HEADLEY REED*

WFMJ
YOUNGSTOWN, OHIO

COMING SOON 5000 WATTS

FMA

(*Continued from page 19*)

orts from Congressional and other arters about the low cost of FM stallation and station operation. establish FM nationally requires the kind of ingenuity not ntailed in AM, he said, pointing ut that with the wholesale licensng of stations there will be three tations fighting for the business f each single pre-war outlet.

Judge Hofheinz praised the FCC or what he described as the saluary effort of the Blue Book upon tations and in the upbuilding of ublic service. He said no industry had received greater cooperaion from a government agency.

Ted Leitzell, public relations director of Zenith and manager of its FM station WEFM, told of the improved FM set production picture, pointing out that it is exceeding even the pace estimated last January. An FM "prairie fire" is under way, he declared, but warned there are "missing links" which must be connected. Dealer end distribution problems must be settled, and service clinics established to assure maximum service from receivers installed. FM is a delicate instrument, he pointed out, particularly in the 100 mc band, and quality must be watched if FM is not to "fizzle out."

Signal Superiority

C. M. Jansky Jr., senior partner of Jansky & Bailey, Washington consulting engineers, and an FM pioneer, delivered a "chalk talk" to show that FM service is "far superior" to AM. Asserting that FM is "no flash in the pan," he stressed FM's superiority over AM in larger coverage; identical day and night coverage, and in being susceptible of automatic interconnection by radio relay, or through satellite stations for economical coverage of substantial areas.

A 50 microvolt FM signal is as good as a 500 microvolt AM signal in rural coverage, Dr. Jansky said.

Everett L. Dillard, president of Commercial Radio Equipment Co., and operator of FM stations WASH Washington and KOZY Kansas City, explained the phenomenal results in setting up the Continental FM Network along the Eastern Seaboard three months ago. That network of four stations was set up in 10 days. Next week, he said, a new series of FM regional programs will be inaugurated with 17 stations aligned—most of them by radio relay. Since the initial experiment another 24 stations have asked to participate.

The network was formed, not as a nationwide venture, Mr. Dillard said, but to demonstrate the potential and the flexibility of FM network transmission, and to answer the complaint that there are no good live FM programs. The radio relays, he said, provide better quality than wire lines, and are made possible by the clarity of the FM signals which can be rebroadcast with little loss in quality. These signals, he said, are bounced from city to city, mountaintop to mountaintop and state to state and can be extended as far as the station can transmit its signal. He predicted extensive development of regional relays in 1948, when there will be 700 stations on the air, calling it a challenge to all AM broadcasters.

Leonard Marks, partner of Cohn & Marks, Washington law firm, and FMA general counsel, cited the strides made by FMA in the "100 days" since its organization. He commended highly the work of J. N. (Bill) Bailey, executive director, who, he said, had accomplished since last January what it took years for other trade groups to achieve.

He alluded to FMA collaboration with the FCC, with manufacturers and with others identified with radio to expedite FM development. The organization, he said, is operating on a minimum budget, and has a bright future.

At the closing session Wednesday afternoon, E. Z. Jones, manager of WBBB (FM) Burlington, N. C., and secretary-treasurer of the new North Carolina FM Assn., recounted means of promoting FM in a medium sized community. Norman Heyne, radio production manager of Ruthrauff & Ryan, Chicago, told of the rich opportunities ahead for FM if broadcasters supply the vehicles.

How FM can best perform its function as an advertising medium was discussed in a panel discussion participated in by Mr. Hodel; J. Weddell Kerr, WFRO Fremont, O.; Paul Reed, WFAH-FM Alliance, O., and Ed Wheeler, WEAW Evanston, Ill.

Vallee in New Role

TWISTING usual disc m. c. format, Rudy Vallee is currently being offered to advertising agencies as five-weekly half-hour, featuring nostalgic music and secondary theme of recorded "Discoveries," technique popularized by crooner in past. John Guedel Radio Productions, Hollywood, is handling deal.

McNeil Is WABD Manager; Outlines Primary Objectives

JOHN H. McNEIL, former general manager of WJZ New York, has been appointed general manager of WABD New York, video station of Allen B. Du Mont Laboratories and key station of the Du Mont Television Network. His appointment relieves Leonard F. Cramer, Du Mont vice president, of the station management duties he assumed several months ago following the resignation of Samuel H. Cuff from the station manager's post.

Mr. McNeil

Mr. McNeil resigned as head of WJZ operations early in January following a disagreement with ABC executives over station policies [BROADCASTING, Jan. 13]. He had advocated an expansion of WJZ's autonomous activities, but the network embarked on a program of closer union between station and network operations. He had been station manager of WJZ since its operations were separated from those of the network early in 1942 when ABC's predecessor, the Blue Network, began operating as an independent network and not as one of two NBC networks.

With the development of sales and programming designed for sale as his primary objective, Mr. McNeil states that for the next three or four months he will act as sales manager as well as general manager of WABD. The station's present sales staff is to be augmented by four new salesmen, with Ken Farnsworth continuing as local sales manager.

One of Mr. McNeil's first objectives, he says, is to set up a variety of programs that will offer usable opportunities to advertisers of all classifications and with small as well as large advertising budgets. For the small advertiser who has felt that television is too expensive for him, WABD will create participating programs—good shows that are not too expensive when the cost is shared by several advertisers. The formula has worked well in sound broadcasting and there is no reason that it should not prove equally feasible in television, Mr. McNeil points out.

For the large budget advertisers who want their own programs exclusively, WABD will try also to find the proper video vehicle. Mr. McNeil cites the new *Show Case* series as an example. These programs are half-hour package television shows supplied by various program production companies and are broadcast 7:30-8 p. m. each Monday as one-shots.

WMID ATLANTIC CITY ON AIR LAST FRIDAY

ATLANTIC CITY had its newest station and Mutual its 400th affiliate when WMID commenced operations last Friday with 250 w on 1340 kc.

Members of the executive board, Earl M. Johnson, president; Paul M. Hancock, vice-president and treasurer, and Charles H. Singer, vice-president and secretary, met last week and made last minute plans for going on the air and for the public presentation which was to take place on June 1.

Left to right: Charles Singer, Earl Johnson and Paul Hancock.

April Tube Output

PRODUCTION of radio tubes in April totaled 16,181,672, slightly below earlier figures due to normal adjustment to demand. Production for the first four months of 1947 totaled 73,730,086. April's output consisted of 10,510,254 for new sets; 3,591,596 for replacement; 2,036,171 for export; 43,651 for U. S. agencies.

The LARGEST station
in the LARGEST city
in WEST VIRGINIA

WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT
930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

Advertising to Push Public Relations

Radio Is to Continue Its Participation, AFA Convention Told

THE ADVERTISING business again will operate a public relations program, with radio slated to continue its participation, 1,000 advertising executives were told at the 43d convention of the Advertising Federation of America, held May 25-28 at the Hotel Statler, Boston.

Slogan of the drive to sell advertising to the public is, "Advertising, by selling more goods to more people, makes your job more secure." Radio's part in the campaign, started last year, was outlined in the AFA's annual report.

Material offered by the Federation was requested by 602 stations. "Millions upon millions of people have heard these radio messages," according to Ralph Smith, executive vice president of Duane Jones Co., New York, and chairman of the Committee on Public Relations in Advertising. He said the same theme should be continued, and suggested advertisements be presented in a new "party dress." The kits will be similar to those used last year, when each station received 35 pieces of copy and a recording of nine announcements.

At the broadcast advertising conference Dr. Kenneth H. Baker, NAB Director of Research, gave his slide presentation on the NORC public opinion survey. Hugh Feltis, BMB president, outlined the bureau's program and explained its operations. Frank E. Pellegrin, NAB Director of Broadcast Advertising, discussed radio as a medium for retailers, with emphasis on findings of the Joske clinic.

Campaign Cost $6,000

Elon G. Borton, AFA president and general manager, said actual cost of the industry promotion campaign was $6,000, with about $5,000 worth of staff time. "Many thousands of dollars worth of space and time were given to spread this strategic story," he said. "The outlay was small in proportion to results."

Mr. Borton asked more cooperation from ad clubs with Advertising Council campaigns. "I told you last year that the council had asked our clubs through us to handle the local end of their campaigns," he recalled. "Twenty-six clubs formed public service committees and we have sent to them the campaign guides of the council. Some of the clubs adopted and promoted some of these campaigns. But somewhere along the line the formal effort was not as successful as it should have been. Probably the fault was mostly ours in lack of proper presentation and interpretation. It is a problem which we must solve better this coming year and particularly so in connection with the coming council campaign to promote better understanding of our economic system."

RADIO GROUP at AFA convention in Boston last week included (l to r): John J. Hurley, WNEB Worcester, Mass.; T. E. Gibbons, WJBO Baton Rouge, La.; Craig Lawrence, WCOP Boston; James B. Dunbar, WHAV Haverhill, Mass.; Walter Myers, NBC New York; Harold E. Fellows, WEEI Boston.

Allen T. Preyer, chairman of Morse International, was reelected chairman of AFA. Other officers reelected were Mrs. B. J. Kidd, of Lewis & Gilman, Philadelphia, secretary, and Robert S. Peare, vice president of General Electric Co., treasurer. Mr. Borton continues as president and general manager.

Louis D. Young, advertising director of the *Indianapolis Times*, was reelected chairman of the Council on Advertising Clubs. Karl T. Finee, *Cincinnati Times-Star*, and Paul C. Smith, Caterpillar Tractor Co., Peoria, were elected vice chairmen.

Curtis Heads Employe Group Asking Facilities of WOKO

A NEW APPLICATION for WOKO Albany's facilities was filed last week by a corporation controlled by Raymond M. Curtis, one of the present principals, and a group of 25 employes of the station.

The new firm, Joseph Henry Broadcasting Co., is headed by Deuel Richardson, WOKO assistant manager. He is treasurer as well as president of the new company and owns 4.5% the maximum held by any employe. Mr. Curtis has 50% of voting stock; employes, 50%.

Employe-stockholders also include John S. Herrick Jr., sports announcer, who is vice president and owns 2%, and Kathleen Feiley, traffic supervisor, who is secretary and has 2.1%. With two exceptions, the 22 other employe-stockholders have worked at WOKO for at least five years. The stock plan requires employes, upon leaving the station, to sell back any shares they own for redistribution to remaining employes.

WOKO, facing deletion Aug. 31 for concealment of stock ownership in reports to FCC, operates with 1 kw day and 500 w night on 1460 kc. The new company requests 1460 kc with 5 kw fulltime, and also seeks a license to operate WOKO present facilities until the 5-kw operation could be set up.

In denying renewal to WOKO, FCC deferred action on a pending application of Van Curler Broadcasting Corp. for the station's assignment [BROADCASTING, April 14]. The Commission said it would accept other applications, for comparative consideration with Van Curler's, until June 1. The Joseph Henry Broadcasting Co. application was filed last Wednesday, four days before the deadline.

The plan outlined in the application provides that Mr. Curtis and General Manager Harold E. Smith, who was found by FCC to have aided in the concealment of a 24% stock interest of former Radio Commissioner Sam Pickard, sell their respective 26½% interests in WABY Albany to the Press Co., one of WABY's present owners, in exchange for Press Co.'s approximately one-third interest in WOKO, plus $25,000 from Press Co., which would then control WABY.

WOKO Inc., present WOKO licensee, has agreed to buy Mr. Smith's one-half interest for $180,000. This contract, spokesman said, is effective Sept. 1 regardless of the success of the new application. The $180,000 would be paid as follows: $45,000 on Sept. 1; $67,500 on March 1, 1948, and $67,500 a year later.

Of the 1,000 shares of WOKO stock, 500 would be owned by Mr. Curtis and, under the new corporation, the remaining 500 have been subscribed by employes at $100 a share. Mr. Curtis would own all preferred stock of the new firm but would hold no office, except to serve as a director.

With the filing of the new application, it was announced that Mr. Smith, whose association with WOKO dates to 1926, will retire from ownership and management of the station. He first moved WOKO to Peekskill and operated it there in association with Mr. Curtis, later moving it to Poughkeepsie, and, in 1931, to Albany.

The Joseph Henry Co. application was filed by Richard C. O'Hare, of the firm of Dempsey & Koplovitz, Washington counsel.

AM Grant Proposed For Middletown, O.

Dayton Application for Same Facilities Would Be Denied

PAUL F. BRADEN, consulting radio engineer, last week received a proposed grant by FCC for a new standard station in Middletown, Ohio, on 910 kc with 1 kw daytime. Proposed denial of same facilities at Dayton, Ohio, was given to I and E Broadcasting Co.

The Commission's conclusions cited the "equitable distribution" portion of the Communications Act of 1934, Sec. 307 (b), as basis for its favoring of the Middletown grant. The section calls for "a fair, efficient and equitable distribution of radio service" between communities.

FCC said that two stations are operating fulltime in Dayton whereas Middletown has none. In authorizing a daytime station for the latter community the "opportunity for local radio expression" would be given that area, FCC said.

Serve 1½ Million people

Both of the proposed stations would serve substantially the same number of persons—a million and a half. Both Dayton and Middletown receive service from a number of stations located elsewhere, the Commission report cited, and the areas and populations which the proposed outlets would serve receive substantially the same number of services.

Mr. Braden formerly had been an engineer at WING Dayton, and he was in charge of the installation of WIZE Springfield, Ohio. During the war Mr. Braden was an instructor in radio at the U. of Dayton. He presently lives in Dayton and will move to Middletown as general manager of the proposed outlet.

Principals in I and E Broadcasting are: Frank Murphy, Pittsburgh theatre manager for Loew's Inc., president; Jack Ramen, general manager of a New York theatre program publishing firm, vice president; Lawrence Wofson, Chicopee Falls, Mass., attorney, secretary-treasurer; Howard L. Cole, Akron photo studio manager, assistant secretary-treasurer. Each has one-quarter interest.

Books for Looks

WMT Cedar Rapids thinks Iowa girls should have beauty and brains, so the station is awarding a $300 Coe College Scholarship to the winner of the "Miss Eastern Iowa" beauty contest, which will be held in conjunction with the Eastern Iowa Band Festival on June 7. Event is sponsored by the Young Men's Bureau of the Chamber of Commerce.

Floor Action Soon On OIC Proposals

Rules Committee of House Gives Green Light

GREEN LIGHT was given by the House Rules Committee last Wednesday for early floor action on legislation to "legitimatize" the "Voice of America" and other State Dept. cultural activities.

Chairman Leo Allen (R-Ill.) of the Rules Committee sent the bill, introduced by Karl E. Mundt (R-S. D.), to the floor with a rule permitting two hours of debate. The bill had been reported out of the House Foreign Affairs Committee by a unanimous vote.

Rules Committee sources, however, told BROADCASTING that the rule giving House time to the bill "was by no means unanimously accepted." These sources interpreted opposition in the Rules Committee as a possible sign that there would be heavy opposition to legalizing the "Voice of America."

The "Voice of America" has gained considerably more support within the past month [BROADCASTING, May 26] as indicated by the Foreign Affairs Comittee treatment of the Mundt bill. But it still faces many enemies on the floor, among whom is powerful Rep. John Taber (R-N. Y.) chairman of the Appropriations Committee which earlier [BROADCASTING, May 12] eliminated the OIC budget of $31,000,000 in a clean sweep.

Meanwhile, Sen. Carl A. Hatch (D-N. Mex.) introduced a Concurrent Resolution to establish a Joint Committee on Government Information Programs to "make a full and complete study and investigation" of all government information programs. The Joint Committee would be empowered to issue subpoenas for any persons or documents required in such an investigation.

Evening Hooperatings for May 30

First 15 Programs	No. of Stations	Sponsor	Agency	Present Rating	One Year Ago Rating	Loss or Gain	Position
Fibber McGee & Molly	144	S. C. Johnson & Son, Inc.	Needham, Louis & Brorby, Inc.	26.3	23.5	+2.8	3
Bob Hope	130	Pepsodent Div.-Lever Bros. Co.	Foote, Cone & Belding	24.7	27.5	−2.8	1
Radio Theatre	152	Lever Bros. Co.	J. Walter Thompson Co.	20.9	19.0	+1.9	6
Red Skelton (CH)	157	B. & W. Tobacco Corp.	Russel M. Seeds Co. Inc.	19.5	24.2	−4.7	2
Jack Benny	159	American Tobacco Co.	Foote, Cone & Belding	19.5*	18.3*	+1.2	9
Fred Allen	145	Standard Brands Inc.	J. Walter Thompson Co.	18.8	19.8	−1.0	4
Amos 'n Andy	150	Lever Bros. Co.	Ruthrauff & Ryan, Inc.	18.2	14.5	+3.7	15
Screen Guild Players	152	Lady Esther Sales Co. Inc.	The Biow Co.	17.2	19.7	−2.5	5
Mr. District Attorney	134	Bristol-Myers Co.	Doherty, Clifford & Shenfield, Inc.	16.8	18.4	−1.6	8
Charlie McCarthy Show	146	Standard Brands, Inc.	J. Walter Thompson Co.	16.5	18.8	−2.3	7
Walter Winchell	216	Andrew Jergens Co.	Robert W. Orr & Associates, Inc.	15.9*	17.4*	−1.5	10
Bing Crosby	238	Philco Corp.	Hutchins Adv. Co. Inc.	15.4	..	..	..
Bandwagon	159	F. W. Fitch Co.	L. W. Ramsey Adv. Agency	13.7	12.4	+1.3	..
Your Hit Parade	160	American Tobacco Co.	Foote, Cone & Belding	12.9	11.8	+1.1	..
Truth or Consequences	135	Procter & Gamble Co.	Compton Advertising, Inc.	12.4	13.0	−0.6	..

(CH) Computed Hooperating. * Includes first and second broadcasts.

Networking to Aid TV, Mowrey Says

ABC Television Director Speaks At WMAL-American U. Meeting

PAUL MOWREY, director of television for ABC, addressed the WMAL Washington-American U. television meeting last Wednesday evening in the auditorium of the U. S. Chamber of Commerce, Washington. The meeting was held primarily as a lecture and demonstration session for radio students of the university.

Mr. Mowrey, reviewing the history of television, told the group there was a lot to learn about the art. He said video broadcasters still "don't know how to put commercials on" and that it is fortunate the agencies are working with telecasters to help solve problems in that field.

"As networking increases the need for film will lessen," Mr. Mowrey said, continuing that the development of more live shows would evolve with this growth. He stressed his belief that television is not competitive with the movies as "some interests" in that medium believe. "Television is not a formal entertainment medium. It is an informal entertainment medium," Mr. Mowrey emphasized.

Job Potentialities

Job potentialities in the next few years are tremendous, he told the group, adding however that salaries are low because the industry does not yet enjoy an income. He said women have excellent chances of employment and noted the high percentages of those already in various phases of the art.

Mr. Mowrey was introduced by Paul F. Douglass, president of American U.

In addition to Mr. Mowrey's address, a demonstration of the image orthicon camera and video receivers was presented under supervision of Dan Hunter, WMAL chief engineer.

* * *

TELEVISION conference to be held May 28 in Washington, D. C., under joint sponsorship of WMAL and American U. promises to be highly successful, judging from broad smiles of three men who got together to complete plans. L to r: K. H. Berkeley, WMAL general manager; Dr. Paul Douglass, president of American U.; Gordon Hubbel, WMAL director of program operations.

White Bill

(*Continued from page 36*)

be invoked, for the purpose of reviewing any decision or order entered by the Commission in proceedings instituted by the Commission which have as their object and purpose the revocation of an existing license or any decision or order entered by the Commission in proceedings which involve the failure or refusal of the Commission to renew an existing license. Such appeal shall be taken by the filing of an application therefor or notice thereof within thirty days after the entry of the judgment sought to be reviewed, and in the event such an appeal is taken the record shall be made up and the case docketed in the Supreme Court of the United States within sixty days from the time such an appeal is allowed under such rules as may be prescribed.

"(2) in all other cases, review by the Supreme Court of the United States shall be upon writ of certiorari on petition therefor under section 240 of the Judicial Code, as amended, by the appellant, by the Commission, or by any interested party intervening in the appeal or by certification by the court pursuant to the provision of section 239 of the Judicial Code, as amended."

Section 23

Sec. 23. Section 405 of such Act is amended to read as follows:

Sec. 405. After a decision, order, or requirement has been made by the Commission or any Division thereof in any proceeding, any party thereto or any other person aggrieved or whose interests are adversely affected thereby may petition for rehearing. When the decision, order, or requirement has been made by the whole Commission the petition for rehearing shall be directed to the whole Commission; when the decision, order, or requirement is made by a Division of the Commission the petition for rehearing shall be directed to that Division; petitions directed to the whole Commission requesting a rehearing in any matter determined by a Division thereof shall not be permitted or considered. Petitions for rehearing must be filed within thirty days from the entry of any decision, order, or requirement complained of and except for those cases in which the decision, order, or requirement challenged is necessary for the maintenance or conduct of an existing service, the filing of such a petition shall automatically stay the effective date thereof until after the decision on said petition. The filing of a petition for rehearing shall not be a condition precedent to judicial review of any such decision, order, or requirement, except where the party seeking such review was not a party to the proceedings before the Commission resulting in such decision, order, or requirement, or where the party seeking such review relies on questions of fact or law upon which the Commission has been afforded no opportunity to pass. Rehearings shall be governed by such general rules as the Commission may establish. The time within which an appeal must be taken under section 402 (b) hereof shall be computed from the date upon which the Commission enters its order disposing of all petitions for rehearing filed in any case, but any decision, order, or requirement made after such rehearing, reversing, changing, or modifying the original determination shall be subject to the same provisions as an original order."

Section 24

Sec. 24. Subsection (a) of section 409 of such Act is amended to read as follows:

"(a) In all cases where a hearing is required by the provisions of this Act, or by other applicable provisions of law, such hearing shall be a full and fair hearing. Hearings may be conducted by the Commission or a Division thereof having jurisdiction of the subject matter or by any member or any qualified employee of the Commission when duly designated for such purpose. The person or persons conducting any such hearing may sign and issue subpoenas, administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission. In all cases, whether heard by the Commission or a Division thereof or by any member or qualified employee of the Commission, the person or persons conducting such hearing shall prepare and file an intermediate report setting out in detail and with particularity all basic or evidentiary facts developed by the evidence as well as conclusions of fact and of law upon each issue submitted for hearing. In all cases the Commission, or the Division having jurisdiction thereof, shall, upon request of any party to the proceeding, hear oral argument on said intermediate report or upon such other and further issues as may be specified by the Commission or the Division and such oral argument shall precede the entry of any final decision, order, or requirement. Any final decision, order, or requirement shall be accompanied by a full statement in writing of all the relevant facts upon each issue submitted for hearing as well as conclusions of law upon those facts."

Section 25

Sec. 25. Title IV of such Act is amended by adding at the end thereof of a new section as follows:

"Sec. 418. The Commission shall make or promulgate no order, rule, or regulation of substance or procedure, the purpose or effect of which will or may be to effect a discrimination between persons based upon race, or religious or political affiliation, or kind of lawful occupation, or business association, and no rights, privileges, benefits, or licenses authorized by law shall be denied or withheld in whole or in part where adequate right or entitlement thereto is shown."

At Deadline ...

BMB TO STUDY DAILY DATA, CONTINUOUS FINANCING

BMB sent letter Thursday to all subscribers quoting NAB board resolution urging long-range BMB plan for periodic station audience studies and continuing activities and asking BMB to postpone next study from 1948 to 1949. Special NAB committee to work with BMB on long-term financing will meet with BMB Finance Committee June 10 and likely attend BMB board meeting June 20.

Technical Research Committee of BMB decided to test inclusion of questions on listening 1-2 days, 3-5 days, 6-7 days and less than once weekly on second ballot.

C. E. Hooper presented new economical method to get station listening audience data whereby limitations to telephone homes, large cities and hours between 8 a.m. and 10 p.m. could be eliminated.

In addition to general acceptance, he said the plan would produce results, county by county, more economically than ballot used in first BMB study and provide base for reporting total listening homes in station's area for at least big city stations.

Kenneth Baker, NAB research director and chairman of BMB committee, reported group "slightly afraid" plan might be too much influenced by program popularity. They asked Mr. Hooper to present further data. He said he had "stumbled into this new method" which he now thinks is better than diary for BMB purposes. Tests now underway. BMB Finance Committee will study Canadian BBM plan of continuous financing with studies made as desired.

FCC THURSDAY issued orders suspending effectiveness of construction permits for new daytime stations on clear channels issued Southeastern Broadcasting Co., Clanton, Ala. (760 kc, 500 w); Radio Virginia Inc., Richmond (720 kc, 1 kw), and WCPS Tarboro, N. C. (760 kc, 1 kw). Action in accord with stay orders of D. C. Court of Appeals (see early story page 18). WCPS license also set aside.

N. Y. AREA SETS-IN-USE AVERAGE REMAINS 24.8

AVERAGE quarter-hour sets-in-use for May 1947 in New York area remained at 24.8, same figure reported for April 1947 and May 1946, The Pulse Inc., New York, reported last week.

Leading 10 evening shows listed in the report for May were: Jack Benny 26.7, *Lux Theatre* 24.0, Bob Hope 21.3, Fred Allen 20.7, *Fibber McGee & Molly* 20.0, *Chase-Sanborn Program* 19.7, Red Skelton 16.0

First 10 daytime programs listed were: *Kate Smith Speaks* 7.9, *Helen Trent* 7.3, *Aunt Jenny* 7.2, *Our Gal Sunday* 7.1, *Big Sister* 6.7, *News-Harry Clark* 6.5, *My True Story* 6.5, *Rosemary* 6.5, *Ma Perkins* 6.3, *Breakfast Club* 6.1.

Saturday and Sunday daytime programs listed were: *The Shadow* 9.3, *Counterspy* 8.3, *Hour of Charm* 7.7, *True Detective Mysteries* 7.7, *House of Mystery* 7.0, *Family Hour* 6.3, *Quick as a Flash* 6.0, *Yankees at Chicago* 6.0, *Children's Hour* 5.7, *Quiz Kids* 5.7, *Shaeffer Parade* 5.7, *F. H. LaGuardia* 5.7.

FEDERAL DISMISSES 6,000

FEDERAL Telephone & Radio Corp., dismissed 6,000 workers May 29 for indefinite period from Clifton and East Newark, N. J. plants. Move attributed to union-inspired slowdowns and general interference with production. Union chiefs disagree on action, with local head condemning action as "lock out" and district headquarters giving decline of activity as reason.

CBS, IBEW SIGN CONTRACT

CBS and IBEW signed a two-year contract Thursday night, with raises retroactive to April 1. No major working changes in contract.

HOUSEHOLD FINANCE Corp., Chicago, renews *The Whistler*, Thurs. 10:30-11:00 p.m. CBS, for 52 weeks June 25. Agency, Shaw-Levally, Chicago.

MUTUAL, MARTIN BLOCK SIGN RECORD SHOW CONTRACT

CONTRACT between Martin Block, WNEW New York and KFWB Hollywood disc jockey, and MBS for network record show starting June 16 and guaranteeing Mr. Block reported $1,500 per week even if show is unsponsored was signed Friday.

Show will be broadcast Mondays through Fridays 2:30-3:30 p.m., originating from KFWB by special arrangement between that independent and Mutual. Mutual's Los Angeles outlet, KHJ, undecided whether to take show while it remains sustaining, but will broadcast transcription of it at 2:30-3:30 Pacific time if it becomes commercial.

Mr. Block's present transcribed programs on WNEW New York, daily at 10-11:30 a.m. and 5:35-7:30 p.m., continue. Mutual's New York station, WOR, will not broadcast show until it is sold. WNEW contract with Mr. Block represents his broadcasting on other New York station under sponsorship of advertisers conflicting or competing with those sponsoring his WNEW programs.

Mutual's Block program will be sold in 15-minute segments.

FM SERVICE SURVEY

REPORT of FCC Thursday showed 500 different communites in 47 States, D. C. and Puerto Rico would be served by nearly 1,000 authorized or projected FM stations. Of near 800 conditional grants, some 215 on air, report said. Two hundred applications pend. California leads States in number of places for projected service as well as total grants and requests. Ohio, New York, Pennsylvania and Texas follow. Montana lacks single FM application.

WALTER COMPTON, commentator, June 10 starts Tues.-Fri. 6:45 p.m. television quarter-hour on WTTG Washington. Extension to New York possible. Series will include interviews and on-spot film pickups within eight hours.

Miller Sees Chance for Good Radio Law

CHANCE to get new law recognizing free speech rights found in White-Wolverton Bill by Justin Miller, NAB president, in statement issued late Thursday (see earlier story page 15). He called on all broadcasters to study bill carefully and make views known.

"Practical and acceptable" measure can emerge, Judge Miller said, expressing hope that ample hearings will be held. He mentioned "monumental effort" made by drafters of bill to introduce it before recess.

Text of statement follows:

The White Bill (S-1333) and the Wolverton Bill (HR-3595) now pending before the Congress offer an opportunity which broadcasters have been awaiting for years—a chance to place upon our statute books a law governing broadcasting which will recognize beyond a shadow of doubt that the First Amendment guarantees in express terms a radio as free from government abridgement as any other form of speech or press.

Broadcasters will not be satisfied with the White-Wolverton Bill as now written.

I am convinced that no party to the legislation will be completely satisfied, not excepting the authors themselves. Senator White has said frequently that his purpose in introducing this legislation was to afford equal opportunity to all for extensive hearings. From the evidence accumulated, a practical and acceptable measure can emerge.

It should be remembered that Senator White has pioneered radio legislation. He is a statesman of consummate fairness. The membership of the Senate Interstate & Foreign Commerce Committee (of which Senator White is chairman) and the House Interstate & Foreign Commerce Committee (of which Representative Wolverton is chairman), comprises some of the best legislative minds in our Congress.

I am confident that all who are interested in new radio legislation will be welcomed before the committees when hearings are held, and that their viewpoints will be given full consideration. These bills have been produced only after monumental effort to facilitate introduction before the Congressional recess.

I am hopeful that hearings will not be held hastily, but that all parties will be given time to prepare carefully. I say this in consideration not only of the NAB, but also of the FCC, three of whose members are engaged in a summer-long conference on international broadcasting right now in Atlantic City—a vital proceeding which will have important effect on radio here and throughout the world.

Senator White and Representative Wolverton have made it possible to obtain new legislation. I call upon all broadcasters at this time to study the pending measures and express their opinions of them frankly and fully.

NAB's Legislative Committee will meet Thursday June 5 at NAB headquarters 1771 N St., NW to examine the proposed measures thoroughly.

Closed Circuit

(Continued from Page 4)

illness of Chief Counsel Louis G. Caldwell, is again petitioning for continuance to Sept. 15 and preferably Oct. 15. FCC reportedly disposed to approve delay to about Sept. 15 but no longer, in view of need for at least tentative decision on U. S. channel uses by time of NARBA engineering conference in Havana, now slated Nov. 1.

THOUGH set makers are stepping up FM output rapidly, number of large producers still have "show me" attitude and won't loose full productive force until satisfied that FM programming will be of calibre to insure wide demand for receivers with upper band.

SUMMER replacement for *Kraft Music Hall*, NBC, Thurs., 9-9:30 p.m., sponsored by Kraft Foods Co., Chicago, through J. Walter Thompson Co., reportedly will feature Nelson Eddy.

REFUSAL of a leading firm to take part in spot radio promotion organization among station representatives [CLOSED CIRCUIT, May 26] still stymies organization. Contrary to some speculation this firm is not Edward Petry & Co. Mr. Petry says he has not been approached on such an organization in past ten years.

our chief engineer is a Frustrated Musician

R. J. Rockwell, Vice-President in Charge of Engineering, Crosley Broadcasting Corporation. Fellow, Institute of Radio Engineers; Member, American Institute of Electrical Engineers, Acoustical Society of America and Engineers Club of Cincinnati. Committee Chairman, Radio Technical Planning Board. Registered Professional Engineer, State of Ohio. Eighteen years with Crosley.

The word "rock" means many things to many people—a diamond, Gibraltar, Alcatraz, or ordinary stone. But to we 500-odd WLW employees it means only one thing: "Rock" is the familiar nickname for R. J. Rockwell, Vice-President in Charge of Engineering for the Crosley Broadcasting Corporation.

A remarkable gentleman, this Rockwell.

Lurking behind that huge Sherlock Holmes pipe is, we're convinced, one of the smartest engineers in the radio profession. But that pipe also conceals a frustrated musician who's never been wholly convinced that he should stick to his slip-stick and laboratory and forget his violins and the concert halls.

The combination of these two talents—one remarkable and the other questionable—has produced a very likeable, human individual . . . certainly not the double-dome which his engineering accomplishments indicate.

He owned the first radio station west of the Mississippi, WNAL. He designed the square type RCA condenser mike widely used by networks for years. He holds more than a dozen patents on important radio devices—has several more coming up.

As a consulting engineer, "Rock" designed and installed KTHS, Hot Springs, and KLRA, Little Rock. He joined the Crosley factory in 1929 and transferred to the broadcasting division in 1936. In 1940 he designed and constructed WLWO, the first of this country's high-power international broadcast stations. In 1944 he completed the design and installation of the famous "Voice of America" plant at Bethany, Ohio, containing three 200,000-watt transmitters—the largest international broadcast installation.

His present duties involve the supervision of the Mason plant — WLW, WLWK, WLWO and W8XAL; the Bethany plant—WLWL, WLWR and WLWS; WLWA (FM) and W8XCT, experimental television; 14 auxiliary stations; the design and construction of all equipment used by these stations, as well as WINS, New York, and the direction of the Broadcast Engineering Laboratory. In other words, he has the considerable responsibility of achieving and maintaining the technical perfection which has always been the goal of Crosley stations.

Naturally, even though "Rock" is a remarkable gent, he doesn't handle it all by himself. He has scores of capable assistants —98 in all—including J. M. McDonald, Phil Konkle, Floyd Lantzer, Bill Alberts, J. R. Duncan, etc. Even so, you'd think "Rock" would have enough to keep him busy. He does, but still finds time to torture his violin.

1922 WLW 1947

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